

Search engine optimization
 TECHNICAL SERVICES
 Customer relationship management
 Database management
 Infographics
 HEALTHCARE
 Online advertising
 Software simulations
Analytics
 Trainer
Online
 Project management
 Online tutorials
marketing
 Technical writing

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Kelly Stewart

PROFESSIONAL HIGHLIGHTS

- Web marketing analyst specializing in strategy, SEO, and reporting
- Experience in designing, executing, and tracking online advertising and email marketing campaigns including customer database management
- Social media strategy and monitoring social sentiment
- Manage development of marketing and e-learning content
- Led product management team that Forrester Research called a "Strong Performer"
- Background in design and interactive

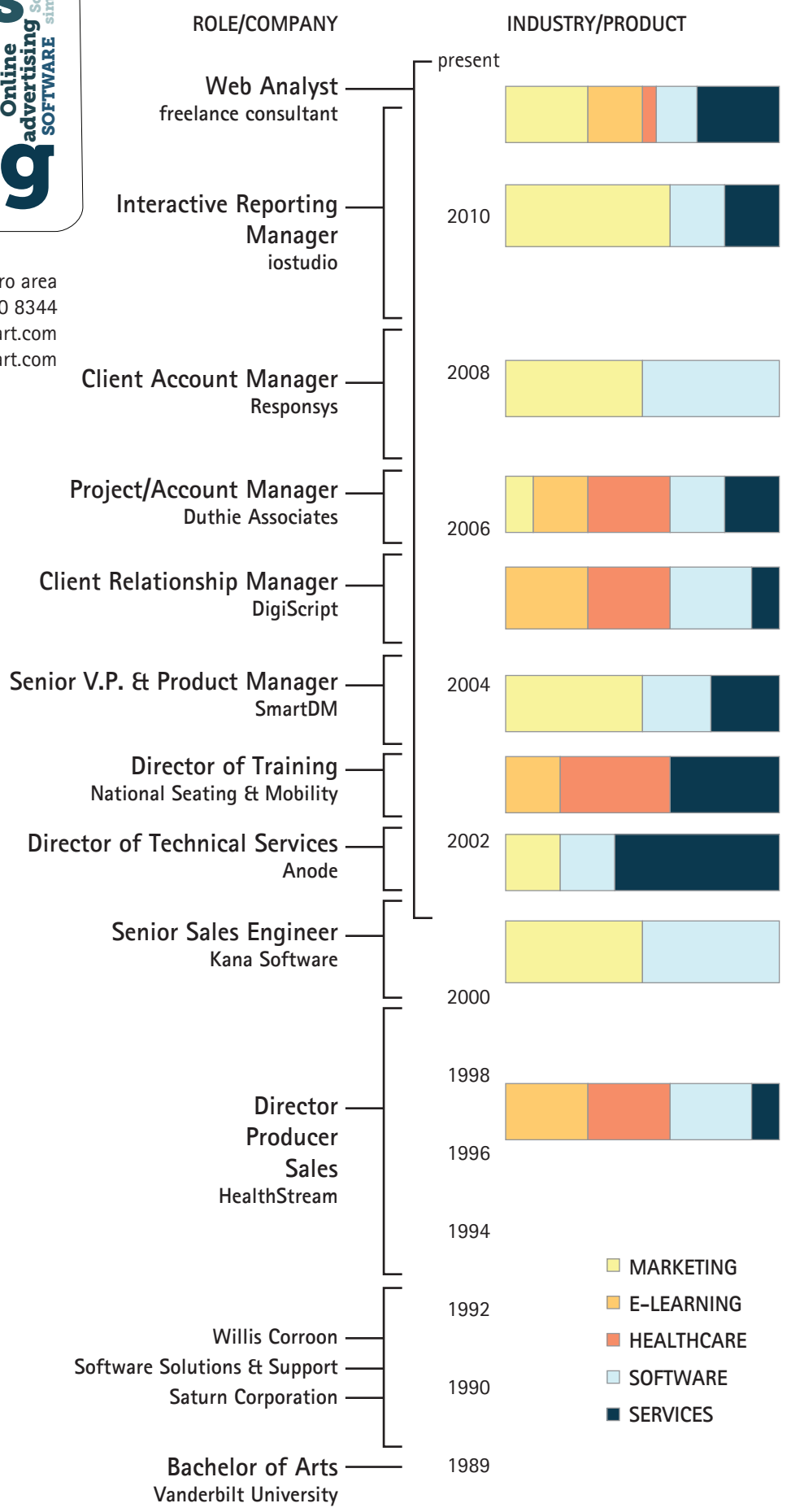
METRICS

- Analyzed and developed optimization strategy for over 350 websites
- Increased sign up conversion rate by 32% with online ad campaign
- Saved client \$26K per month by pruning inactive profiles from email database
- Sustained 4% monthly social network member growth rate for three years
- Managed profitable teams of up to 20

TECHNOLOGY SKILLS

- Email marketing (emma, Responsys, Constant Contact, SmartDM)
- Analytics (Google, SiteCatalyst)
- SEO and social (RavenTools)
- Advertising (Google AdWords, Facebook)
- Database management
- Video (Adobe Premiere)
- Design (Photoshop, Illustrator)
- Simulations (Adobe Captivate)

CAREER TIMELINE



- MARKETING
- E-LEARNING
- HEALTHCARE
- SOFTWARE
- SERVICES