





ARIA REYNOLDS

Digital Marketing Intern

CONTACT

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[LinkedIn](#) 

EDUCATION

Bachelor of Science
Business Administration
Boston University
2021 - current
Boston, MA

SKILLS

Hootsuite
WordPress
Google Analytics
Mailchimp
Google Ads
Salesforce

CAREER OBJECTIVE

Creative digital marketing student with experience delivering top-notch quality content and leveraging technology to increase traffic and conversions. Self-driven marketer with SEO skills and an understanding of how to grow ROI. Eager to learn and grow in this niche while meeting content goals at Boss Enterprise.

WORK EXPERIENCE

Freelance Writer

Upwork

2022 - current / Remote

- ***Converted first client into a long-term contract of \$2.4K monthly*** by increasing content ROI by 71%
- Overhauled client's web content using Google Analytics to rank top on Google results
- Enhanced bid success to 88% by matching job keywords and bidding within 5 minutes of posting
- Delivered content that was error-free and reduced requests for revision to less than 2%

PROJECTS

ClubReach

Analytics Analyst

2022

- Maintained content quality and kept posting schedules on Hootsuite, achieving 93% weekly content engagement
- Analyzed data from regular visitors on Salesforce to ***obtain actionable insights that drove daily traffic from 47% to 89%***
- Turned 37% of first-time visitors into loyal fans through prompt answers to queries
- Reduced page load time by 30s by incorporating white hat SEO

DMChronicles

Researcher

2021

- Built a WordPress website that adhered to Google algorithms for ranking
- Edited content to match 90% of Yoast SEO requirements
- ***Increased traffic by 43% through aggressive Google Ads*** with targeted keywords