

# Kiana Caldwell

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## Summary of Qualifications

Google AdWords Search Certified with skills and experience in Digital Marketing, including paid and organic search, lead generation, analytics, social media, SEO, display advertising, email marketing, landing page optimization, and creative work. Out-of-the-box creative problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills (verbal/written).

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**Certification** **Google AdWords Search Certified**

**Education** **Bachelors of Science, Business Marketing** 8/2015-Present  
Chaffey College, Rancho Cucamonga

**Experience** **Digital Marketing Strategist** 12/2016-Present  
San Bernardino, CA

- Managed and optimized AdWords accounts – reduced CPC, implemented proper account structure, and increased relevant traffic through keyword research and negative keywords, A/B Split Testing.
- Built SEO optimized WordPress sites – did competitive keyword research to determine rankability, find long tail keywords and new opportunities. Optimized Meta Tags, created SEO Optimized content, and built links through Guest Posting opportunities on High DA Sites.
- Used Analytics to assess visitor behavior and make adjustments to Paid Campaigns and Organic Search Strategies.
- Implemented Lead Capture and Email Marketing Campaigns – created targeted landing pages and drove traffic via paid search and social. Created email follow ups to drive traffic to customer's for offers and products.

**Pizza Hut Team Member** 1/2016-5/2017

Colton, CA

- Provided customer service by imputing customer order, processing credit and cash transactions, and responding to questions and concerns.
- Ability to work efficiently without supervision.
- Training new employees and orchestrating fellow team members during busy hours taught me how to be an efficient leader.
- Assisted manager with administrative work as needed.

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**Core Competencies** Skills - HTML5, CSS3, SEM/ Paid Search, Keyword Analysis/Research, AdWords Campaigns, AD Copy, A/B Testing, Photoshop Resources – Moz, Long Tail Pro, AdWords Editor/Planner, SERP Fox, Digital Marketer.com, SearchEngineLand.com