

Brenda Barrio

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Personal Statement

Results-driven digital marketing leader with 12 years of experience crafting and executing impactful online campaigns. Proven ability to increase website traffic by 20% using SEO optimization, engaging content creation, and data-driven strategies. Passionate about staying ahead of industry trends and exceeding client expectations through innovative marketing solutions. Seeking a challenging Digital Marketing position to leverage expertise in driving online growth and enhancing brand presence.

Skills

Technical:

SEO Optimization

Web Development

(HTML/CSS/JavaScript)

Google Analytics

Agile Methodology

Creative:

Graphic Design (Adobe Suite)

User Interface (UI) Design

Marketing:

Strategic Content Marketing

Social Media Marketing

Email Marketing Campaign Management

Persuasive Copywriting

Proficient in Pay-Per-Click (PPC) Advertising

Additional:

Project Management

Communication

Team Collaboration

History of Employment

October 2020 - Present

Digital Marketing Manager | Sunline Energy | San Diego, CA

- Orchestrated strategic online marketing initiatives, resulting in a 15% increase in conversion rates through SEO optimization.
- Conducted comprehensive competitor analyses to drive targeted ad placements, keyword strategies, and bid optimizations.
- Spearheaded the overhaul of the company website, achieving a remarkable 10% improvement in user engagement.
- Crafted compelling marketing collateral for website, advertisements, and email campaigns, driving brand awareness and engagement.
- Produced captivating video content on solar installations, amplifying brand presence across social media platforms.
- Implemented cutting-edge SEO techniques and executed effective link-building strategies to elevate search engine rankings.

January 2020 - October 2020

SEO Specialist | Shupaca | San Diego, CA

- Spearheaded SEO initiatives resulting in substantial improvements in organic search rankings and visibility for Shupaca's alpaca clothing and throws.
- Employed advanced keyword research techniques to identify high-value keywords and optimize on-page content, driving targeted traffic to the website.
- Implemented technical SEO enhancements, including website speed optimization and mobile responsiveness improvements, to enhance user experience and search engine crawlability.
- Crafted compelling and informative content tailored to the needs of Shupaca's audience, establishing the brand as a trusted authority in the alpaca clothing industry.
- Implemented strategic link-building campaigns to acquire high-quality backlinks, boosting domain authority and improving search engine rankings.
- Collaborated cross-functionally with marketing and development teams to ensure SEO best practices were integrated into website design and content creation processes.
- Provided regular performance reports and insights to stakeholders, demonstrating the impact of SEO efforts on key metrics such as organic traffic, keyword rankings, and conversion rates.

January 2014 - January 2020

Digital Marketing Specialist | SDBW / Tough Turtle Turf | San Diego, CA

- Excelled in surpassing SEO objectives, significantly increasing organic reach and visibility for multiple brands.
- Conducted in-depth competitor research to inform strategic ad placements and keyword targeting.
- Developed engaging content strategies and secured valuable backlinks to bolster brand visibility and authority.
- Managed and optimized pay-per-click campaigns across diverse platforms, consistently exceeding campaign targets.

History of Employment

April 2013 - January 2014

Collateral Creator | Family Health Centers of San Diego | San Diego, CA

- Produced captivating marketing packages, print materials, brochures, banners, and signs that effectively communicated key messages and resonated with target audiences.
- Developed innovative prototypes and mockups, leveraging the power of Adobe Suite to visualize and iterate on design ideas for maximum impact.
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August 2008 - April 2013

New Dimension Marketing and Research (NDRM) Ad Agency | Encinitas, CA

- Developed and implemented effective optimization strategies to improve client's search engine rankings.
- Conducted thorough research on SEO keywords for websites and marketing materials.
- Set measurable goals to track and demonstrate marketing improvements.
- Monitored daily performance metrics to evaluate the effectiveness of SEO strategies.
- Collaborated closely with other marketing professionals to align goals and strategies.
- Worked within the marketing department to manage overall SEO strategy.
- Updated website content and links to maximize optimization and search engine rankings.
- Prepared and presented comprehensive SEO performance reports using relevant metrics and KPIs.
- Conducted virtual meetings with agencies and clients to present SEO findings and metrics.

Education

BA Media Arts

Platt College

250 El Cajon Blvd, San Diego, CA 92115

Certifications

- SEO Fundamentals SEMRush
- Google Analytics 4 Certification from Google

Tools

- SEO Tools (e.g., SEMrush, Moz, Ahrefs, Screaming Frog)
- Content Management Systems (e.g., WordPress)
- Project Management Tools (e.g., Jira, Trello)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)