

Shelley Sanders

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EXPERIENCE

AUGUST ASH, INC. MINNEAPOLIS, MN
Internet Marketing Strategist August 2007 to December 2007; November 2008 to present

- Determined company's search engine marketing offerings, providing consulting for and implementation of: search engine optimization, pay-per-click advertising, social media marketing, blogging, copy writing and editing, email marketing, and overall strategic direction.
- Grew search engine marketing department from four to fourteen accounts with monthly, recurring marketing work, eventually requiring an additional employee.
- While decreasing bounce rate and increasing time on site, increased company's Google AdWords leads by 70% in two months through the introduction of a new keyword strategy (based on keyword research, pay-per-click testing, Google Analytics data, and lead quality as reported by sales team).
- Created and consistently executed company marketing strategy, resulting in an average of over 60% of leads from online sources.
- Introduced use of Google Analytics and created a user-friendly Google Analytics guide with definitions and practical applications for clients, making installation standard for all new websites.
- Introduced use of Crazy Egg tracking for usability planning and optimization, working with development team and clients to apply test data to site designs.
- Created standard monthly analytics report, providing clients with a streamlined, graphical view of essential site metrics.

Project Coordinator January 2008 to November 2008

- Effectively managed an average of 30 projects concurrently. Tasks included: creating and maintaining a production schedule for projects, acting as a liaison between clients and staff, and providing materials for all project participants.
- Collaborated with development team members to establish an improved production process flow, improving the accuracy of the company's production schedule and eliminating an imbalance in work-compensated versus work-completed.
- Upon client's request, managed one of the company's highest grossing projects of \$140,000. Managed all communication with the client and team, coordinated efforts with several third parties, monitored project hours and payment, and worked with the client and internal team to plan development.

FASTER SOLUTIONS, INC. DULUTH, MN
Account/Marketing Manager January 2006 to July 2007

- Managed over 90 clients; coordinated website updates and projects with development team.
- Created banner advertising campaigns for clients; allocated budgets, planned advertisement design, and coordinated contracts with vendors.
- Planned company marketing materials and assisted in production, including interactive CDs, print advertisements, and email marketing campaigns.
- Executed email marketing campaigns and provided reports to clients measuring open rates, click throughs, and referred visitors' activity on site.
- Managed over 70 monthly marketing clients. Duties included preparing reports and strategic recommendations for ongoing marketing work based on web analytics (WebTrends, Google Analytics, Urchin); creating and monitoring pay-per-click accounts; and performing search engine optimization.

EDUCATION

THE COLLEGE OF ST. SCHOLASTICA DULUTH, MN

- **Bachelor of Arts Advertising and Public Relations**
- Minors: Spanish and Management
- GPA: 3.93