

Carlyne Chasin

Digital Content Producer

Profile

Employment History

Education

Details

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Digital Content Producer with 1 year of experience in creating and managing high-quality content for diverse digital platforms. Proficient in content strategy, SEO optimization, and multimedia production. Adept at collaborating with cross-functional teams to drive audience engagement and growth. Committed to staying current with industry trends and best practices to deliver compelling content that resonates with target audiences.

Digital Content Producer at Rock City Digital, AR

Feb 2023 - Present

- Successfully increased website traffic by 40% within six months by implementing innovative SEO strategies and creating engaging content for Rock City Digital clients.
- Spearheaded a social media campaign that resulted in a 25% boost in organic followers and a 35% increase in engagement across all platforms, leading to a significant growth in online visibility for the company.
- Developed and executed a comprehensive email marketing strategy that led to a 50% increase in open rates and a 30% rise in click-through rates, driving higher conversion rates for key products and services.

Associate Digital Content Producer at Fewer Pixels, AR

Aug 2022 - Dec 2022

- Successfully increased organic website traffic by 35% within six months through the implementation of strategic SEO practices and engaging content creation, resulting in higher user engagement and conversion rates for Fewer Pixels, AR.
- Developed and executed a comprehensive social media marketing campaign that boosted brand visibility and increased overall social media following by 50% within one year, directly contributing to a 20% increase in sales for Fewer Pixels, AR.
- Led a team of content creators in the production of a viral video campaign that garnered over 1 million views on YouTube within its first month, significantly enhancing brand recognition and attracting new clients for Fewer Pixels, AR.
- Implemented an analytics-driven content strategy that resulted in a 25% increase in average time spent on site, a 15% decrease in bounce rate, and a 10% improvement in overall website conversion rates over a one-year period for Fewer Pixels, AR.