

Keesha Staben

Digital Marketing Specialist

✉ keesha.staben@gmail.com

☎ (944) 897-6665

📍 123 Oak Street, Columbus, OH 43215

EDUCATION

Bachelor of Science in Digital Marketing at Ohio State University, Columbus, OH

Aug 2017 - May 2021

Relevant Coursework: Digital Marketing Strategies, Social Media Management, Web Analytics, Content Marketing, Search Engine Optimization, Email Marketing, Mobile Marketing, E-commerce, Online Advertising, and Marketing Analytics.

LINKS

[linkedin.com/in/keeshastaben](https://www.linkedin.com/in/keeshastaben)

SKILLS

SEO

SEM

Google Analytics

Social Media Advertising

Email Marketing

Content Creation

A/B Testing

LANGUAGES

English

Hindi

HOBBIES

Blogging

Photography

PROFILE

Digital Marketing Specialist with 2 years of experience in implementing and optimizing online marketing campaigns across multiple platforms. Adept at leveraging SEO, SEM, and social media strategies to increase brand visibility and drive lead generation. Strong analytical skills, with a track record of utilizing data-driven insights to enhance overall marketing ROI. Proficient in content creation and email marketing, with a focus on engaging and retaining target audiences.

EMPLOYMENT HISTORY

● Digital Marketing Specialist at OuterBox, OH

Mar 2023 - Present

- Achieved a 50% increase in organic traffic for a major e-commerce client within six months, by optimizing on-page SEO factors, creating high-quality backlinks, and implementing a content marketing strategy that targeted high-converting keywords.
- Successfully managed a \$1M annual Google Ads budget for a B2B client, resulting in a 35% reduction in cost per lead and a 20% increase in overall conversion rate, through continuous monitoring, A/B testing, and data-driven optimizations.
- Developed and executed a comprehensive social media marketing campaign for a local business, resulting in a 25% growth in their online following and a 15% increase in overall sales within a three-month period, by leveraging targeted content creation, influencer partnerships, and data-driven audience targeting.

● Associate Digital Marketing Specialist at Insivia, OH

Aug 2021 - Jan 2023

- Successfully increased organic website traffic by 45% within six months through the implementation of targeted SEO strategies, resulting in a significant boost in lead generation and conversions for Insivia's clients.
- Developed and executed a comprehensive social media marketing campaign that grew Insivia's social media following by 60% and engagement rates by 35% within just one year, contributing to increased brand awareness and client acquisition.
- Implemented a data-driven approach to email marketing, which led to a 25% increase in open rates and a 15% increase in click-through rates over a nine-month period, ultimately driving higher conversion rates for Insivia and its clients.

CERTIFICATES

Google Ads Certification

Dec 2021

HubSpot Inbound Marketing Certification

Jul 2020

MEMBERSHIPS