


# Yessika Mazzarella

## Web Content Coordinator

Detail-oriented Web Content Coordinator with 1 year of experience in managing, creating, and updating engaging content for websites and social media platforms. Proficient in SEO optimization and Google Analytics to drive traffic and improve user engagement. Adept at collaborating with cross-functional teams and ensuring content aligns with brand strategy and guidelines. Strong communication and organizational skills with a focus on delivering high-quality results on time.

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### Education

**Bachelor of Arts  
in Communications at  
West Virginia University,  
Morgantown, WV**

Aug 2018 - May 2022

Relevant Coursework: Media Studies, Public Relations, Advertising, Journalism, Digital Media Production, Marketing Communications, Intercultural Communication, and Visual Communication.

### Links

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

### Skills

SEO optimization



HTML5 proficiency



CSS3 mastery



JavaScript expertise



WordPress management



Google Analytics



Adobe Photoshop



## Employment History

### Web Content Coordinator at West Virginia University, WV

May 2023 - Present

- Successfully increased organic website traffic by 35% within one year through the optimization of SEO strategies and the consistent production of high-quality content.
- Implemented a new content management system that streamlined content creation and publishing processes, reducing average project completion time by 20%.
- Collaborated with a team to redesign the university's website, resulting in a 45% increase in user engagement and a 25% decrease in bounce rate.
- Developed and executed a comprehensive social media strategy that led to a 50% increase in followers across all platforms and a 40% increase in website referrals from social media channels.

### Assistant Web Content Coordinator at Marshall University, WV

Jul 2022 - Apr 2023

- Successfully increased website traffic by 35% within the first year by optimizing content, improving SEO strategies, and implementing targeted social media campaigns.
- Streamlined the content management process by developing and implementing a new content calendar system, resulting in a 50% reduction in time spent on content planning and scheduling.
- Collaborated with the marketing team to create a highly successful digital marketing campaign for the university's annual fundraising event, which led to a 25% increase in donations and a 40% increase in event attendance compared to the previous year.

## Certificates

### HubSpot Content Marketing Certification

Dec 2021

### Google Analytics Individual Qualification (GAIQ)

Mar 2020

## Memberships

Content Marketing Institute (CMI)