



# Marissa Ryan

SEO Consultant and Conversion Specialist

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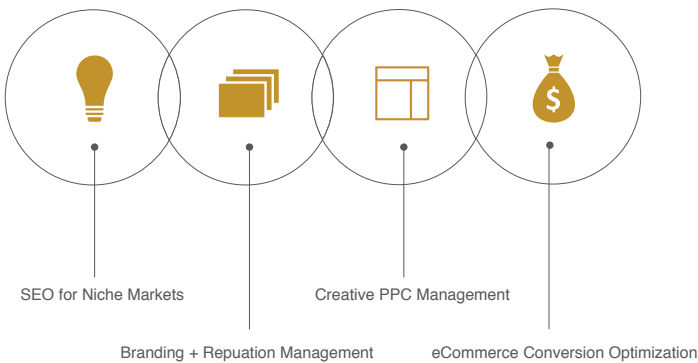
## PERSONAL STATEMENT

Hi There. I'm Marissa Ryan. I am an SEO Consultant and Conversion Optimization Specialist. I specialize in Web Development, PPC, and SEO services for small to medium businesses, with experience in complex industries such as retail, finance, and real estate.

I have 4 years of experience performing SEM and SEO for various agencies and in-house companies, which has sparked my passion for bringing creativity back into digital marketing. I love working with businesses and companies that share my drive, vision, and passion!

So Let's Work Together! Not Convinced? See Below for All The Reasons I am the Freelancer for Your Business.

## MY SPECIALITIES



## TECHNICAL SKILLS + TOOLS

### 01. Tools

- Google Adwords + Editor
- Bing Ads + Editor
- Google Analytics
- Omniture Catalyst
- Google My Business
- HTML & CSS
- Wordpress
- Drupal
- Hootsuite
- Adobe Creative Suite (5)
- Moz Tools

### 02. Skills

- PPC + SEM
- On Page SEO
- Off Page SEO
- Content and Writing
- Local SEO
- Web Development
- Strategy for Niche Markets
- Conversion Optimization
- UI/UX

## Specialities

Local SEO

Analytics

Non Profits

Communication

Getting Crafty

Niche Markets

Cross-Device

Small Business

## EDUCATION

- 2008-2012  
Business Administration, Marketing  
Minor In Graphic Design  
St. Norbert College, De Pere, WI
- January 2011 - May 2011  
International Marketing  
Dublin Business School  
Dublin, Ireland

## WORK EXPERIENCE

4 From 2012 to Current  
PPC Marketing Manager  
Freelance

4 From 2012 to Current  
Social Media  
Community Manager  
Freelance

3 From 2013 to 2016  
Web Developer/CMS Manager  
Freelance

4 From 2012 to Current  
SEO and Conversion Specialist  
Freelance

## RECOGNITIONS

- 2015 **Google Adwords Certification**  
Certified in Advanced Search Marketing  
Google Enterprises
- 2013 **Google Partner**  
Official Google Partner  
Google Enterprises

## HOBBIES & INTERESTS

Photography

Creativity

Music

Animals

Coffee

Travelling

Technology

Volunteering

Art

Books