
LINDSEY MARRS

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Summary

Self-motivated professional offering several years of experience in the Digital Marketing field. Passionate about combining strategy and creativity, driving new opportunities and building professional relationships.

Skills

- E-commerce platforms
 - Content Creation
 - Search Engine Optimization (SEO)
 - Social Media Marketing
 - Data Analysis
 - Email marketing campaigns
 - Project Management
 - Pay-per-click advertising
 - Social media tools
 - Google Business Suite
 - Adobe Creative Suite
 - Proactive Self-Starter
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Experience

Marketing Coordinator **08/2023 to 08/2024**

Niagara Conservation

- Managed and optimized Amazon seller accounts to increase sales and visibility.
- Performed regular website audits to identify and rectify SEO issues.
- Crafted persuasive product descriptions, titles, and bullet points for Amazon listings to increase sales and conversion rates.
- Collaborated with creative teams to design visuals for digital marketing campaigns.
- Performed keyword research and analyzed SEO performance of webpages.
- Audited and optimized websites to verify proper performance, visibility and accessibility.

SEO and Digital Marketing Assistant **08/2022 to 08/2023**

Insulation First

- Utilized tools to enhance website SEO through keyword research, site health warnings, and meta titles.
- Resolved technical SEO issues related to indexing and image optimization.
- Achieved significant improvement in website speed by increasing core vitals to 100 for both desktop and mobile
- Conducted weekly site audits, resulting in a significant increase in site health from 89 to 98.
- Managed and optimized Google Tag Manager to track website analytics and create events

E-commerce Site Merchandiser **11/2021 to 04/2022**

Cantoni

- Processed orders that came through the website.
 - Maximized sales generation and streamlined data tracking process through application of CRM tools.
 - Tracked and analyzed daily and monthly sales analytics.
 - Ensured all merchandise was priced correctly and accurately labeled according to company policy.
 - Coordinated with other departments to ensure timely delivery of products.
 - Built product displays and placed appropriate signage for merchandise.
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Education

Bachelor of Digital Retailing

University of North Texas

Associate of Arts

North Central Texas College

Achievements

Has a YouTube channel with over 36,000 subscribers.