

AMANDA SLIN

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EXPERIENCE

1Point21 Interactive – San Diego, CA

SEO Associate, March 2018 - Present

Develop SEO campaigns for 12+ websites targeting highly competitive keywords
Perform SEO audits to identify growth opportunities and weaknesses
Generate and outreach newsworthy articles to build high authority links
Optimized on-page features including internal linking, descriptions, content
Conduct competitor research on a monthly basis

SOCi, Inc. - San Diego, CA

Marketing Coordinator, April 2017 - November 2017

Created content for 5 social channels which resulted in 3,403 new fans in 3 months
Authored at least one 700+ word blog on social media strategy or news a week
Researched & wrote content for resources guides, infographics, and one-sheets on social tactics for franchises, brands, & SMB agencies
Collaborated with our graphic designer & events team on over 5 presentation decks
Brainstormed & executed webinars that had 400+ attendees

SOCi, Inc. - San Diego, CA

Content Specialist & Blog Editor, April 2016 - April 2017

Ordered and edited 216 blog posts for 104 clients on a monthly basis
Added SEO elements in each blog post to help customers rank higher on Google
Developed creative blog topics for writers that would attract and engage the target audience

SOCi, Inc. - San Diego, CA

Social Media Manager, August 2015 - April 2016

Created social content for 70+ clients, including Dayrise Residential & the San Diego Union Tribune Community
Boosted Facebook posts & ran local awareness ads to increase post reach
Conducted A/B testing on copy and imagery on Facebook to see what would yield the highest return at the lowest cost

PROFESSIONAL SKILLS

Google Analytics. Google Search Console. Wordpress. Facebook Business Manager. Buffer. SOCi. Ahrefs. SEM Rush. Screaming Frog. Canva. Mailchimp.

EDUCATION

University of California, San Diego
Bachelor of the Arts, Economics
Cum Laude - June 2015