

# Analytics Online marketing

Search engine optimization  
MARKETING AGENCY  
TECHNICAL SERVICES  
Trainer  
Customer relationship management  
Database management  
Marketing  
Infographics  
HEALTHCARE  
Project management  
Online tutorials  
Online advertising  
SOFTWARE  
Software simulations

**Kelly Stewart**

Nashville, TN metro area  
615 300 8344  
kelly@kellystewart.com  
http://kellystewart.com

## PROFESSIONAL HIGHLIGHTS

- Web marketing analyst specializing in strategy, SEO, and reporting
- Experience in designing, executing, and tracking online advertising and email marketing campaigns including customer database management
- Social media strategy and monitoring social sentiment
- Manage development of marketing and e-learning content
- Led product management team that Forrester Research called a "Strong Performer"
- Background in design and interactive

## METRICS

- Analyzed and developed optimization strategy for over 350 websites
- Increased sign up conversion rate by 32% with online ad campaign
- Saved client \$26K per month by pruning inactive profiles from email database
- Sustained 4% monthly social network member growth rate for three years
- Managed profitable teams of up to 20

## TECHNOLOGY SKILLS

- Email marketing (emma, Responsys, Constant Contact, SmartDM)
- Analytics (Google, SiteCatalyst)
- SEO and social (RavenTools)
- Advertising (Google AdWords, Facebook)
- Database management
- Video (Adobe Premiere)
- Design (Photoshop, Illustrator)
- Simulations (Adobe Captivate)

## CAREER TIMELINE

