

Maddie Olhoeft

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I am a digital marketing strategist with skills in content, SEO and data analysis. I'm searching to be a part of a dynamic marketing team in a growing industry that creates broad-digital marketing plans that drive sales and revenue.

Work Experience

Digital Marketing Specialist

[Volume Nine](#) | Denver, CO | July '19 to March '20

Account management and broad digital marketing with a focus on content marketing and SEO across various industries.

- Account management and Project management
- Broad-digital and multi-channel campaign planning
- Integrated SEO Strategy and Implementation including research, analysis, content development & technical updates
- Google Analytics, Google Tag Manager, Google Search Console set up, implementation and administration
- In-Depth Data Analysis and Visualization for Functional Client-facing reporting
- Copywriting for evergreen web content, brand blogs and ad copy
- Paid Search and Display Advertising research, set up, analysis and reporting

Digital Marketing Strategist

[Buhv Designs](#) | Denver, CO | August '17 to May '19

Digital marketing strategy with a focus on SEO to boost sales for local businesses or meet target KPIs.

- Data-driven digital marketing strategy planning to align with overall business goals
- Technical, local, national and e-commerce search engine optimization
- Copywriting and copyediting (for search, conversion or brand voice) for web, blog, email and social media
- Long-term and short-term SMART goal setting, KPI identification, measurement and reporting

Search Engine Optimizer & Analyst

[The Shipyard](#) | Columbus, OH | May '15 to August '17

Cross-functional SEO, database management and data analysis.

- On-page, technical and content-based SEO strategies
- CRM database management and reporting
- Advanced data analysis with Excel and Google DataStudio
- Project management with creative and data science teams

Advertising Account Executive

[ColumbusUnderground](#) | Columbus, OH | May '14 to May '15

Inside and outside sales, meeting and exceeding goals.

- Create targeted plans with ads and sponsored content
- Goal setting, KPI identification and sales data analysis
- Daily account management and Sales Activity
- Event planning and management

Education

The Ohio State University | Columbus, OH | Class of 2014

Bachelor's Degree in Strategic Communication, Minor in Business, Special Interest in Applied Biology

Skills

- Account Management
- Business-to-Business
- Business-to-Consumer
- Content Strategy
- Copywriting
- CRM Management
- CSS & HTML
- Data Analysis
- Email Marketing
- Event Management
- Inside & Outside Sales
- Keyword Research
- Project Management
- PPC & Google Ads
- On-Page SEO
- Social Media Management
- Technical SEO
- Web Launch Support

Tools

- Agency Analytics
- Ahrefs
- CallRail
- Constant Contact
- Google Analytics
- Google Ads
- Google Data Studio
- Google Tag Manager
- Hootsuite
- HeyOrca
- Hubspot Sales
- Hubspot Marketing
- Mailchimp
- RavenTools
- Salesforce
- SEMRush
- Squarespace
- WordPress