

# JENNIFER OLAUGHLIN

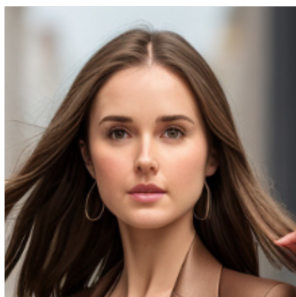


## SEO SPECIALIST

**Phone:** +1 232 225 9654

**Address:** United States, Miami, FL

**Mail:** olaughlinjennifer@email.com



Highly skilled SEO specialist with over 5 years of experience in driving organic traffic, improving website visibility, and enhancing conversion rates. Proven track record of increasing organic search traffic by 40% within six months and improving website conversion rates by 25% through targeted keyword optimization. Proficient in using Google Analytics, SEMrush, Moz, and Ahrefs to analyze website performance and deliver actionable insights.

### EXPERIENCE

January 2021 - March 2023

Digital Marketing Agency / United States, Miami, FL

SEO Specialist

- Increased organic search traffic for client websites by an average of 40% within the first 6 months of engagement.
- Improved website conversion rates by 25% through targeted keyword optimization and landing page enhancements.
- Secured top rankings for competitive keywords, resulting in a 50% increase in leads and revenue for a B2B client.
- Analyzed website performance using Google Analytics and other SEO tools, providing actionable insights and recommendations for optimization.

### EDUCATION

May 2014 - June 2018

University of Florida / United States, Gainesville, FL

Bachelor of Science in Marketing

- Graduated with a 3.8 GPA, ranking in the top 10% of the class.
- Actively participated in the university's Marketing Club.
- Awarded the "Outstanding Marketing Student" award for exceptional academic performance.

### CERTIFICATIONS

Google Analytics Individual Qualification

Google, April 2021

HubSpot Inbound Marketing Certification

HubSpot Academy, June 2020

SEMrush SEO Toolkit Certification

SEMrush Academy, August 2019

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## VOLUNTEER WORK

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July 2022 - May 2023

Volunteer Digital  
Marketing Coordinator

Miami Animal Shelter, Miami, FL

- Developed a digital marketing strategy that increased online adoption inquiries by 35%.
- Managed social media campaigns and improved engagement rates by 40%.
- Organized and promoted fundraising events, contributing to a 20% increase in donations.

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## PUBLICATIONS

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Olaughlin, J.J. (2023).  
"The Impact of Digital  
Marketing Strategies on  
Consumer Behavior."

University Marketing Journal

The publication was highly cited in academic circles and used as a reference in over 20 digital marketing courses nationwide.