

Aaron P. Jones

Social Media Specialist

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EXPERIENCE

Ayush Herbs, Redmond WA, Marketing specialist

12/19-Current

- Responsible for increasing social media engagement and identifying opportunities for improvement and growth
- Research competition, influencers and trends related to said industry
- Create content that is engaging, original and optimized for maximum traffic and lead generation
- Film and make recipes for youtube channel, social media and blog posts
- Analyze data through google, respective cms, hootsuite. Make decisions based on data
- Content writing for 3 different brands. Including SEO management and keyword research.
- Email blasts for 2 different brands with customers bases of over 10,000+
- Host monthly webinars for the purpose of lead generation

Harley Exteriors, Bothell WA, Social Media Specialist

8/17- 11/19

- Manage reviews for various platforms, facebook, Angies list, BBB and Yelp. Including calling previous customers.
- Create and edit blog posts for company website.
- Work with third party website management company. Work to design website, direction of content and overall maintenance of website
- Develop SEO-friendly web content for all client websites, including strategic key phrase placement within persuasive marketing copy that maximizes opportunities for indexing, ranking, click throughs and conversion.
- Respond to all inquiries through social media and direct to proper channels within the company.
- Manage analytics through Hootsuite, google adwords/analytics.
- Discuss progress, or deterioration in weekly meeting based off these analytics.
- Work with sales manager to ensure website conveys true transparency.

SKILLS

Google Analytics
Google Adwords
Hootsuite
Email Marketing
Company reputation
Social media
Lead generator
SEO Management
Content development

- Develop a strong understanding of the products, competition, industry, and marketing goals of each business division.
- Assist marketing manager in implementation of new techniques, ads and strategies.

AirPac Airlines, Seattle WA, Social Media Specialist

8/17-5/18 (Freelance)

- Manage Facebook, LinkedIn pages
- Create blog posts pertaining to the industry
- Monitor google analytics and make changes necessary to drive views to website
- Create and update company website through wordpress.
Email Blasts through MailChimp

Fusion 360 (internship), Salt Lake City, Utah, Content development

09/2016-01/2017

- Develop SEO-friendly web content for all client websites, including strategic key phrase placement within persuasive marketing copy that maximizes opportunities for indexing, ranking, click throughs and conversion.
- Produce website copy from scratch, Meta content, guest posts, features, product descriptions, blog posts, press releases, white papers, guides and other content as required.
- Produce captivating promotional copy for offers and competitions.
- Regularly produce content and schedule postings for social media campaigns, including Pinterest, Facebook, Twitter, and Instagram.
- Develop a strong understanding of the products, competition, industry, and marketing goals of each business division.
- Actively and frequently propose new and improved link bait ideas.
- Actively and frequently propose new and improved outreach ideas.
- Keep up-to-date knowledge of the digital marketing industry by networking/researching/reading blogs and news sources.
- Sharing knowledge, insight, best practice and ideas.
- Develop Infographics.
- Organize and maintain the social content calendar.
- Meet weekly deadlines.
- Consistently meets and understand clients needs.

EDUCATION

**University of Utah, Salt Lake City, Utah, B.S
Communications**

Fall, 2014- winter, 2016

Minor in Journalism.

**Portland Community College, Portland, Oregon, Associates
English**

Fall 2010, intermittently to spring 2014