

## EXPERIENCE

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### Content & SEO Specialist

*Forthea Interactive Marketing - Houston, TX*

*December 2017 - Present*

- Develop and execute content strategies across industrial, financial, construction, medical, and legal industries
- Achieved a 148% organic traffic growth in six months for an industrial client's Industries Served pages through content expansion initiative and on-page optimizations; resulted in upsell to expand content project
- Improved organic traffic by 229% YoY to a financial client's blog through a local-focused content strategy
- Exceeded a 150% growth in organic traffic and 50% growth in conversions for a nationwide construction client
- Collaborate with internal and external teams to maintain a consistent "brand voice" across multiple channels
- Write original, informative, and SEO-rich content: service pages, product pages, blog posts & email campaigns
- Initiate content marketing projects based on performance and competitive gaps to further marketing strategies
- Performs significantly above the standard and exceeds expectations; 4.03 rating on Dec 2018 bi-annual review

### SEO Specialist, Jr.

*Forthea Interactive Marketing - Houston, TX*

*February 2017 – December 2017*

- Revised and optimized website copy to leverage relevant information for users and search engines
- Researched competitor data to identify areas of content expansion opportunity
- Led monthly SEO performance reviews, communicating to the client organic wins and opportunities
- Identified and resolved factors influencing a declining performance trend, including unoptimized or thin content
- Collaborated with internal and external teams to enhance messaging, content, and design for all digital channels
- Developed with team and executed quarterly and annual optimization strategies across multiple industries

### Content Development, Web Design and Marketing Intern

*Directory One, Inc. - Houston, TX*

*October 2016– February 2017*

- Created original, informative, SEO-rich metadata and copy
- Audited websites to pinpoint site structure, internal linking, and content improvement opportunities
- Performed keyword research and identified opportunity keywords to build brand awareness
- Created, monitored, and routinely updated PPC campaigns
- Designed web page mockups in Adobe Illustrator to assist website redesign process

### Staff Writer

*Maroon Weekly - College Station, TX*

*January 2015 – August 2016*

- Developed do-it-yourself section and served as the section copywriter
- Collaborated with managing editor about publication content and weekly assignments
- Published online articles via WordPress on a weekly basis
- Served as writing intern January 2015 – May 2015

## EDUCATION

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### Texas A&M University

*BA in English/Creative Writing, August 2015*

## PORTFOLIO

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### [adriannasattic.com](http://adriannasattic.com)

*Collection of blog posts, industry landing pages, and entertainment articles*

## TECHNICAL SKILLS

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Google Analytics (Certified), Google Search Console, BrightEdge (Certified), GTMetrix, Marchex, CallRail, Ahrefs, Moz Local, WordPress, Screaming Frog, Google My Business, NetSuite, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Pro, Windows & Apple software, Twitter, Instagram, YouTube, Facebook, Microsoft Office Suite