

Nelda J. Zuniga





Digital Marketing Specialist

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

B.S. Radio-Television-Film
Business Foundations Certificate
Spanish, Minor

CONTACT

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EXPERIENCE

SENIOR SEARCH MARKETING ANALYST

TastyPlacement, Aug. 2015 - Present

- Lead cross-functional teams in digital strategies for premier client campaigns
- Evaluate and review campaigns for other analysts and offer suggestions for improvement
- Manage client campaigns, autonomously, and execute new strategy implementations
- Keep up to date with relevant changes in digital marketing to present a suggested new course of action for the company
- Train incoming search marketing analysts on managing clients and creating an effective campaign

JUNIOR SEARCH MARKETING ANALYST

TastyPlacement, July 2014 - Aug. 2015

- Improve on-page and off-page elements for service and e-commerce sites to enhance online visibility
- Analyze metrics in Google Analytics to evaluate usability, user interaction, and ways to grow lead generation activity
- Manage accounts and communicate campaign developments with clients
- Alter campaigns to reflect digital marketing industry changes

MARKETING INTERN

Something Social LLC, Jan. 2014 - July 2014

- Assist in managing social media outlets for clients in the food and hotel travel industry
- Create and schedule social media content for clients on web outlets (Facebook, Twitter, Google+, Instagram, etc.)
- Compare social media engagement metrics from competitors to our clients
- Form digital relationships with other popular profiles to promote client exposure across various channels

TECHNICAL SKILLS

Search Engine Optimization
Link Building
Web Content Writing
Link Disavowal & Removal
Moz
Google Analytics
Google Search Console
Filezilla File Manager
CSS
HTML
Photoshop
Hootsuite Social Media Manager
Microsoft Office (Excel, PowerPoint)
WordPress CMS
WordPress Template Web Design
WordPress Site Migration

PROFESSIONAL SKILLS

Client Facing Campaign Management
Client Relations Management
Cross-functional Team Leadership

CERTIFICATIONS

Google Analytics
Google Adwords Display

INTERESTS

Marathons
Traveling
Photography
Filmmaking
Acoustic Guitar

LANGUAGES

English
Spanish