

# Priscilla Reyes

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## SUMMARY

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SEO specialist with 2.5+ years of experience in digital marketing and project management. I love making data-driven decisions, creating and optimizing content for search engines, and finding smart ways to help businesses grow online. I've worked on projects that boosted web traffic, improved brand messaging, and made ecommerce run smoothly. I'm always excited to learn new things and take on challenges!

## SKILLS

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### PROJECT MANAGEMENT

- Leadership & communication
- Organization & time management
- Technical proficiency in project management software
- Problem solving & critical thinking
- Adaptable & independent

### MARKETING & STRATEGY

- Brand identity development
- Market research & strategy implementation
- Digital content marketing
- Copywriting & attention to detail
- Marketing automations
- CRM management & integration

### SEARCH ENGINE OPTIMIZATION (SEO)

- On-page & off-page SEO
- Technical & local SEO
- Keyword research, link-building, and analysis

### WEB DEVELOPMENT & PERFORMANCE

- Front-end web development (Wordpress, Elementor)
- Website performance tracking & analysis (Google Suite)
- Database creation, management, & optimization

### LANGUAGE PROFICIENCIES

- Fluent in Spanish
- Conversational in French

## EXPERIENCE

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### JUICED RITE LLC

Project Manager & SEO Specialist

Remote

Feb. 2022 - Present

- Build, manage, and optimize marketing campaigns, materials, and projects
- Launched & manage WooCommerce online store
- Assist with analytics reporting
- Optimize website content for search engines, boosting organic traffic and improving search rankings.
- Maintain & update website backend for smooth functionality and user experience.
- Creating and implementing marketing integrations
- Content research and copywriting
- Collaborate with Sales

## EDUCATION

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### ARIZONA STATE UNIVERSITY

Bachelors of Biophysics

Remote

Jan 2025

### HARFORD COUNTY COMMUNITY COLLEGE

High Honors Associate's Degree with emphasis on Math & Science  
GPA: 3.94/4.0 (98.5%) / Member of Phi Theta Kappa Honor Society

Bel Air, MD

May 2024

## CERTIFICATIONS

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### SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIZATION

UC Davis / Coursera Course

Remote

Nov, 2023

### GOOGLE ANALYTICS PROFESSIONAL CERTIFICATION

Google / Coursera Certification

Remote

Jan. 2023

### PROGRAM MANAGEMENT PROFESSIONAL CERTIFICATION

Google / Coursera Certification

Remote

Dec. 2022