Priscilla Reyes

Jarrettsville, Maryland · P: (646)262-5086 · reyespriscilla97@gmail.com · Portfolio Website · LinkedIn

SUMMARY

SEO specialist with 2+ 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

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 Analytics, Search Console, My Business)
- Database creation, management, & optimization

LANGUAGE PROFICIENCIES
- Fluent in Spanish
- Conversational in French

EXPERIENCE

JUICED RITE LLC   Remote
Project Manager & SEO Specialist   Feb. 2022 - Present

- Lead marketing, design, and analytics team.
- Launched & manage WooCommerce online store.
- Ideate, chart, and manage marketing projects, leading to better engagement and sales.
- Optimize website content for search engines, boosting organic traffic and improving search rankings.
- Maintain & update website backend for smooth functionality and user experience.

EDUCATION

ARIZONA STATE UNIVERSITY   Remote
Bachelors of Neuroscience   Jan 2025

HARFORD COUNTY COMMUNITY COLLEGE   Bel Air, MD
High Honors Associate's Degree with emphasis on Math & Science   May 2024
 GPA: 3.94/4.0 (98.5%)

CERTIFICATIONS

SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIZATION   Remote
UC Davis / Coursera Course   Nov, 2024

GOOGLE ANALYTICS PROFESSIONAL CERTIFICATION   Remote
Google / Coursera Certification   Jan. 2023

PROGRAM MANAGEMENT PROFESSIONAL CERTIFICATION   Remote
Google / Coursera Certification   Dec. 2022