

# Maddisyn Blue

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## Digital Marketing Specialist | Digital Marketing Coordinator

Transitioning from a seasoned page designer/copy editor with 8+ years of experience in the media industry to Digital Marketing Specialist. Proficient in conducting thorough keyword research and implementing effective SEO strategies to enhance online visibility. Collaborative team player with a proven track record of delivering results in fast-paced, deadline-driven environments.

### CORE COMPETENCIES AND ACHIEVEMENTS

- **Project management:** Work independently and as a team player to manage and complete several assignments through prioritization, time management, and workload monitoring
- **Customer service:** Communicate and collaborate with cross-functional teams
- **Problem solving:** Create backup plans for content; Troubleshoot technical and design issues
- **SEO:** Familiar with SEO, keyword research, Google Analytics, and Google Search Console through personal website and blog

### INDEPENDENT PROJECTS

#### Digital Marketing Specialist

March 2023 - Present

Personal Website | Sierra Vista, AZ

#### SEO Specialist

- Design website using Squarespace
- SEO on-site optimization including, title tags, alt tags, and internal linking
- Research, write, edit, and publish original blog content
- Familiar with Google Analytics and Google Search Console
- Used Screaming Frog to conduct site audit
- Apply SEO best practices, including keyword research and on-page optimization

#### PPC Specialist

- Learn the basics of Google Ads campaigns to build and launch a campaign
- Implement proper organization of ad groups
- Proper keyword match types, negative keywords, and ad extensions

#### Apprentice - Social Media Coordinator/Graphic Designer

March - May 2024

ToughCutie | Remote

- Utilize Later website for Instagram grid planning and scheduling
- Copywriting for Instagram captions, newsletter, and blog posts
- Utilize HubSpot newsletter creation, scheduling, and distribution
- Brainstorm, design, schedule and post content for Instagram post and stories giveaway

## PROFESSIONAL EXPERIENCE

**Page Designer/Copy Editor**  
Gannett | Remote

**September 2020 - Present**

- Designed print publication pages with a focus on clarity, accuracy, and adherence to style guidelines, resulting in enhanced readability and engagement.
- Conducted article reviews to maintain high standards of accuracy, particularly in headline wording and names.
- Collaborated seamlessly with cross-functional teams nationwide, resolving issues and implementing necessary changes for optimal results

**Page Designer/Copy Editor**  
GateHouse Media Center for News and Design | Remote

**March 2016 - December 2019**

- Excelled in **fast-paced, deadline-driven environment**, managing multiple papers simultaneously with effective time management and task prioritization to meet production schedules
- Utilized various communication channels for effective cross-departmental collaboration and troubleshooting.
- Adapted to major changes due to breaking news or story adjustments by offering solutions and collaborating with editors to find resolutions
- Developed engaging page designs for news, local, and sports sections, leveraging creativity and strategic thinking

**Page Designer/Copy Editor**  
Sierra Vista Herald | Sierra Vista, AZ

**August 2015 - March 2016**

- Designed print publication pages for PRINT publications, optimizing article formatting and editing for enhanced readability and user engagement.
- Crafted clear, accurate headlines and display type independently

## EDUCATION

**BA Graphic Arts** | Johnson C. Smith University (2011 - 2014)

## CERTIFICATIONS / PROFESSIONAL TRAINING

**SEO Principles: An Essential Guide for Beginners** | Semrush Academy (2023)

**HubSpot SEO II** | HubSpot Academy (2023)

**Google Analytics** | Google (2023)

**Inbound Marketing** | HubSpot Academy (2023)

**Certified Digital Marketing Professional** | Digital Marketing Institute (2023)

## TECHNOLOGICAL SKILLS

Familiar with Google Analytics • Familiar with Google Trends • Semrush • Google Sheets

## AREAS OF EXPERTISE

Keyword Research • Internal Link Building • Content Optimization • Problem-solving • Content writing