

Maddisyn Blue

Arizona, US

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SEO Specialist | Digital Marketing Specialist

Transitioning from a seasoned page designer/copy editor with 8+ years of experience in the media industry to an SEO 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

PERSONAL PROJECTS

SEO Specialist

March 2023 - Present

Personal Website | Sierra Vista, AZ

- Building proficiency with digital tools including Google Analytics, ChatGPT, and Plann for social media scheduling, enhancing content distribution across platforms.
- Conduct keyword research for blog posts on personal blog, optimizing content for search visibility.
- Copywriting for both short form and long form blog posts
- Curate visuals by creating and sourcing photos for blog posts and website
- Apply SEO best practices, including keyword research and on-page optimization, via self-directed learning, yielding increased website visibility and traffic
- Utilize analytics data to optimize website performance, addressing challenges like loading speed by conducting thorough audits and implementing technical SEO fixes, such as image size reduction.

Apprentice - Graphic Designer

March 2024 - Present

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
- Create graphics for Instagram grid and stories 6x a week

- Draft blog posts for Shopify Business to Business blog
- Brainstorm, design, schedule and post Graphics 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.
- Utilized various communication channels for effective cross-departmental collaboration and troubleshooting.
- Conducted article reviews to maintain high standards of accuracy, particularly in headline wording and names.
- Created compelling designs aimed at enriching reader experience and driving increased engagement.
- 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
- Collaborated with editors and designers by Google Chat or phone to produce publications
- Maintained composure during high-pressure situations, facilitating continuous project progress.
- 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 to enhance reader engagement and drive increased traffic.

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

August 2015 - March 2016

- Designed print publication pages for weekly and daily publications, optimizing article formatting and editing for enhanced readability and user engagement.
- Crafted clear, accurate headlines and display type independently, driving increased reader engagement and click-through rates.
- Trimmed stories to fit designated space while maintaining visual interest and ensuring effective story package layering for optimal reader experience.

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 • Squarespace • Familiar with Google Trends

Semrush • Google Sheets

AREAS OF EXPERTISE

Keyword Research • Internal Link Building • Content Optimization

Problem-solving • Copywriting • Content writing

VOLUNTEER WORK

Volunteer

May 2022 - November 2023

Calvary Christian Center | Sacramento, CA

Demonstrated leadership as team lead for 2-3 volunteers, coordinating food distribution and redesigning workspaces for enhanced comfort and efficiency.

HOBBIES AND INTERESTS

I enjoy blogging, taking photos and creating content for my personal art website and blog [Made by Maddisyn](#).