

The Professional Resume of

# Ginger Staples

## SUMMARY

Experienced and detailed Marketing Professional with extensive experience in marketing content, SEO strategy, social media marketing, email marketing, wordpress website optimization, content copywriting, graphic design and marketing automation.

## TECHNICAL SKILLS

- 15 yrs marketing communications and digital marketing experience
- 10 yrs email marketing and Hubspot experience
- 7 yrs experience in SEO optimization and front-end website development for increased organic search traffic (HTML5, CSS3, Javascript, JQuery) on CMS platforms including Wordpress, AEM, Drupal
- 5 yrs experience using Google analytics, Google Search Console, Brightedge, SEMRush, Dragon Metrics, Deep Crawl, SEO Quake, Sensor Tower, Screaming Frog to run audits, reporting, competitor analysis, keyword research, share of voice, content improvements
- 5 yrs experience managing vendor relationships: Website design agencies, SEO Vendors (highlight: Neil Patel Agency), software vendors
- Excellent experience building and optimizing web pages and metadata with Adobe Experience Manager, Teamsite/Livesite, Wordpress, Drupal, Joomla, Kinteco
- Acute attention to best practices for web, corporate style specifications, W3C standards, and coding for accessibility
- Optimizing web pages and graphics for mobile and tablet displays and web page loading times

## PROFESSIONAL EXPERIENCE

### Marketing Specialist

#### CampusGuard

Lincoln, NE

May 2024-Present (Short-Term Contract)

**Marketing content, SEO strategy, social media marketing, copywriting, web marketing, web strategy, digital marketing strategy.**

- Produces web and social media content to include lead magnets, videos, and blog articles
- Content copywriting and graphic design
- SEO strategy, optimization, and management for 500 page website
- Marketing analysis and reporting
- Lead generation and management
- Print and digital production for email marketing, powerpoints, print, and tradeshow materials

### SEO Manager

## **Higher Logic**

Arlington, VA

October 2023-February 2024 (Short-Term Contract)

**SEO analysis and strategy, organic search performance improvements, featured snippets/schema web code writing and implementation, website migration, keyword analysis, competitor analysis, sitemaps, internal linking strategies, SEO team training and best practices.**

- Monitored/Implemented improvements to SEO performance during website migration to ensure minimal dip in SEO performance at launch time
- Developed SEO strategy for content teams for product lines ensuring non-cannibalization of content in search engines including main site pages, case studies, resources, blog and video content optimization
- Keyword and content development strategy and implementation for corporate website
- Detailed SEO analysis and content evaluation for improved organic search performance
- Developed Best Practices SEO Guidelines document for content marketers
- Companywide SEO training, leading discussions and presentations on SEO performance
- Detailed Weekly and Monthly SEO Reporting
- Provided detailed Competitor analysis, Keyword Analysis, Keyword Opportunities and implemented changes on site to gain visibility on Page 1 of the SERP's

## **Front-End Web Developer & Content Developer, Freelance**

**DBA OneChoice Design**

Greenwood Village, CO

May 2023-October 2023

- Designs marketing materials for consistent user experiences across various platforms
- Utilizes SEO and web analytics tools to improve search engine results, generate leads, and improve customer experiences
- Digital Marketing: Social media ads, web ads, web page optimization, Facebook pixels, retargeting ads, and content marketing
- Writes, creates, and designs content for website and social media through CMS using HTML5, Javascript, CSS3
- CMS setup and maintenance, DNS records, website migration, SSL, Web Hosting, and email
- Web content creation with strict adherence to design specifications for brand consistency

## **Website Manager**

**Investments & Wealth Institute (non-profit)**

Denver, CO

October 2022-April 2023

**Website SEO strategy, content, design and reporting to improve user experience and performance.**

- Strategized content development to improve web performance, engagement, generate leads, and increase conversions
- Web marketing strategy, digital style guide, writing content briefs, and website governance
- SEO strategy and optimizing content for search engine performance
- Manage website related relationships with external vendors, such as hosting providers and web development agencies
- Oversee and communicate project status updates and adjust resources and priorities

- Design and strategize user-centered content based on keyword research, competitor analysis, and user research

### **Front-End Web Developer & Content Developer, Freelance**

#### **DBA OneChoice Design**

Greenwood Village, CO

Mar 2022-October 2022

- Designs marketing materials for consistent user experiences across various platforms
- Utilizes SEO and web analytics tools to improve search engine results, generate leads, and improve customer experiences
- Digital Marketing: Social media ads, web ads, web page optimization, Facebook pixels, retargeting ads, and content marketing
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- CMS setup and maintenance, DNS records, website migration, SSL, Web Hosting, and email
- Web content creation with strict adherence to design specifications for brand consistency

### **Global SEO/ASO Manager, Contractor, Interim**

#### **Western Union**

Denver, CO

September 2021-February 2022

#### **Managed and supported SEO programs for global ecommerce site.**

- Project Managed SOW's for Global SEO Marketing Agencies
- Supported Regional Marketing Teams with SEO reporting, strategy, optimization and troubleshooting
- Resolved technical sitemap issues, Globalization/Hreflang and country code errors
- Coordinated with internal Product Team for building/deployment of web assets, changes to URL structure, taxonomy
- Optimized content for improved SERP rankings
- Conducted weekly/monthly meetings with internal teams, contractors and management
- Weekly/Monthly SEO Reporting and Management

### **Front-End Web Developer & Content Developer, Independent**

#### **DBA OneChoice Design**

Greenwood Village, CO

January 2021-September 2021

#### **Digital design agency building Wordpress websites, optimizing website content and technical maintenance.**

- Writes, creates, and designs content for website and social media through CMS using HTML5, Javascript, CSS3
- Designs marketing materials for consistent user experiences across various platforms
- Utilizes SEO and web analytics tools to improve search engine results, generate leads, and improve customer experiences
- Digital Marketing: Social media ads, web ads, web page optimization, Facebook pixels, retargeting ads,

and content marketing

- CMS setup and maintenance, DNS records, domain name management, website migration, SSL, Web Hosting, and email
- Web content creation with strict adherence to design specifications for brand consistency

## **Marketing Content Manager**

**BryterCX**

Greenwood Village, CO

August 2019-January 2021

**Designed and developed marketing content with a focus on scalable marketing operations, including website design and front-end development, materials for digital and print including white papers and case studies, graphic design, copy writing, automated email nurture streams, marketing swag and setup/maintenance of marketing platforms.**

- SEO-optimized content development using tools like SEMRush, Brightedge, SEO Quake, Ryte, Google Analytics, Google Search Console to improve targeted keyword rankings and featuring content in Rich Snippet implementations
- Pardot/SalesForce and Hubspot technical setup/maintenance, lead forms, opt-in email distribution, video, newsletter and engagement studio integrations
- Website development, design and maintenance: HTML5, CSS3, Javascript
- Develop supporting Lead Generation and ABM marketing strategies

## **SEO Analyst, Strategist and Content Developer, Consultant**

**Western Union**

Englewood, CO

March 2018-July 2019

**Developed/implemented organic SEO improvement strategies and wrote SEO optimized copy for U.S. and Canada landing pages and the blog to increase user engagement, increase natural search traffic, improve keyword rankings, overtake competitors, and improve KPI performance.**

- Improved SEO performance and outranked competitors on top 5 marketing pages for large volume keywords and increased clicks to site landing pages by avg. 20%-22% in 6 months
- Identified new opportunities to increase conversions on global corridor pages with a multi-media content approach: blog articles, social posts, guest blogging, improved keyword densities on landing pages, customized copy for local audiences, removing duplicate content, SEO technical improvements, and locating keyword gaps through competitor analysis
- Writes copy and uses HTML5 Web Markup and CSS3 and light Javascript to make updates in AEM, including landing page copy and blog content

## **Front-End Web Developer & Content Developer, Independent**

**DBA OneChoice Design**

Greenwood Village, CO

May 2014-March 2018

**Digital design agency building Wordpress websites, optimizing website content and technical maintenance.**

- Writes, creates, and designs content for website and social media through CMS using HTML5, Javascript, CSS3
- Designs marketing materials for consistent user experiences across various platforms
- Utilizes SEO and web analytics tools to improve search engine results, generate leads, and improve customer experiences

## **Web Content Developer**

**Western Union, Digital Division, Englewood, CO**

February 2012-May 2014

**Landing page content developer and designer for global website.**

- Worked closely with UI/UX, Graphic Designers, Analysts and coders to implement front-end web code
- Created campaign-landing pages from mockups utilizing HTML5, CSS3, Javascript, XML
- Translated content from multiple sources into W3C compliant HTML5, coded for accessibility
- Worked closely with team members to complete projects with tight deadlines
- Copywriting, proofreading and edited web content in multi-language CMS
- Resolved web page defects and bugs reported in QA/UAT
- Ensured layout/content adheres to strict corporate style specifications

## **Marketing Communications Manager**

**Dearborn National, Greenwood Village, CO**

March 2009-September 2012

**Content writer and multi-channel marketing creator with a focus on consistent voice and tone, stronger call to actions, and content strategies to improve conversions.**

- Demonstrated versatile graphic designing, writing and editing ability by completing projects across a broad range of formats, including brochures, video, web, brochure, posters, and direct mail pieces
- Created PDF documents from multiple sources and platforms (printed materials, Word, Powerpoint)
- Copywriting and editing digital marketing content
- Designed and created training materials for internal/external audience

## **EDUCATION**

### **University of Colorado, Denver, CO**

Bachelor of Science, Business Administration, Marketing 2009