

MAGGIE ACCARDO

<https://maggieaccardo.com>

mm.accardo@pacbell.net | (925)-708-0688 | [linkedin](#)

PROFESSIONAL SUMMARY

Energetic digital marketing specialist with a strong background in social media and online brand management. Proven track record of devising and implementing successful marketing strategies that drive engagement and conversion. Adept at analyzing market trends, leveraging data-driven insights, and collaborating cross-functionally to optimize online presence and deliver impactful results.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

11/2022 - Present

Greenlight Simulation

- Grew Paid Search and Social channels campaigns ROI by 38% in 6 months
- Built company website (Wordpress), and built landing pages increasing the engagement time by 85% in 2 month
- Analyzed Google Analytics data to identify customer behavior patterns and redesigned website that led to a 25% improvement in engagement time
- Devised and executed comprehensive social media strategies that led to a 40% increase in engagement and a 25% rise in conversions over a six-month period.
- Managed and optimized Google Ads campaigns through A/B Testing, and detailed campaign analysis resulting in a 30% decrease in cost per click and a 20% increase in click-through rates.

SOCIAL MEDIA MARKETING INTERN

9/2020 - 5/2023

Gonzaga University

- Connected over 500 students with Career and Professional Development events via Instagram and print marketing efforts
- Increased social media followers by 15% in 6 months, leveraging marketing & PR tactics
- Planned and designed marketing collateral within branding protocols to promote over 100 career events and maintained consistent engagement with the student body
- Increased organic traffic by 22% in 3 months through keyword optimization and content optimization

DIGITAL MARKETING INTERN

5/2022 - 8/2022

Jet Insurance Company

- Tracked SEO with Google Analytics reports marketing campaigns reaching an average 10,000 visitors monthly
- Designed digital assets to strategically sharing content conveying the complexities of surety bonds to Jet blog readers
- Led a 25% increase in in 6 months, leveraging SEO through landing page optimization

SKILLS & CERTIFICATION

SKILLS:

Campaign Management, Brand Awareness, Microsoft Office, Adobe Creative Suite, Photoshop, Illustrator, Digital Platforms, Communication, Email Marketing, Mailchimp, Convertkit, Social Analytic Reports, Local Search/SEO

CERTIFICATIONS:

Hubspot Academy, Social Media Marketing Certificate

Hubspot Academy, Content Marketing Certificate

Hubspot Academy, SEO Certificate

Google, Ads Search Certificate

Google, Analytics Certification

EDUCATION

GONZAGA UNIVERSITY

8/2019-5/2023

Bachelor Of Business Administration; Concentration Marketing; Minor In Digital Marketing

Active in New Venture Lab Consulting Club & Gonzaga Women in Business