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# Madison Nathe

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LinkedIn Prof: Madison Nathe

## ABOUT

As an SEO specialist with over two years of experience in digital marketing, I am highly skilled in developing and executing effective SEO strategies to increase website traffic, and improve search engine rankings. I have a deep understanding of the latest SEO trends and algorithms, and best practices, and stay up-to-date on the latest developments in my field. My experience extends to many areas of digital marketing including social media management. My goal is to leverage my skills and experience to help companies grow their online presence and achieve their business objectives.

## EXPERIENCE

Villa Park Office Equipment, Villa Park, IL - *SEO Specialist & Receptionist*

MAY 2021 - Current

- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords or other content.
- Created high quality SEO content based around keyword gaps and priorities identified by the editor.
- Conducted market research analysis to identify search query trends, real-time search and news media activity.
- Responsible for conducting industry focused keyword research to support editorial production.
- Answered and administered incoming calls using a multi-line telephone system, while serving visitors by greeting, welcoming and directing to appropriate personnel.

## EDUCATION

Grand Canyon University, AZ - *Bachelor of Science in Marketing & Advertising, April 2023*

## SKILLS

SEO Strategies, SEO Experience, Digital Marketing, Keyword Research, Communication, Creative Thinking, Social Media, Adaptability, Critical Thinking, Analytics, Complex Problem-Solving

## SYSTEMS

Microsoft Office Suite, Excel, Google Drive, Adobe Photoshop, Canva

## CERTIFICATIONS

- Google Analytics Certification (valid through Dec 2023)

## ACTIVITIES

Volunteering:

- Harvest Compassion Center (Fall 2022)
- Feed My Starving Children (Fall 2021)

Hobbies & Interests:

- Hiking, Camping, Backpacking, Traveling, Photography