



Keely Rowe

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PROFESSIONAL SUMMARY

Results-oriented online marketer versed in social media and marketing technology, tools and trends. Multi-faceted and creative professional with audio, graphic design and web content management experience.

SKILLS

- Digital marketing expert
- Social media expert
- Content marketing
- Superb writer and editor
- Public speaking
- Strong research skills
- Graphic design
- Conflict resolution
- Data analysis
- Self-motivated
- SEO expert
- Wordpress knowledge
- Creative writing background
- Blogging expert

WORK HISTORY

DIRECTOR OF ONLINE MARKETING

12/2013 to CURRENT

The Worx Company | Oklahoma City, OK.

- Performed initial client assessment and analysis to begin research process.
- Oversee numerous social media profiles on Facebook, Twitter, LinkedIn and Google +.
- Brand social media pages.
- Create and manage Facebook ad campaigns for clients.
- Research, write and publish blogs on a variety of subjects for marketing clients.
- Create dynamic graphics to accompany blog posts.
- Evaluate and follow up on breaking news to develop story ideas.
- Determined whether a piece was ready for publication and approved final versions.
- Manage the SEO for marketing clients on both Drupal and Wordpress websites.
- Direct successful SEO campaigns to increase client's website credibility and drive traffic.
- Track and offer weekly reports to clients on their SEO progress based on goals set by client.
- Respond to customer requests via telephone and email.
- Collect and analyze data to improve strategies.
- Additional Certifications received from University of San Francisco for the following: Advanced Interactive Marketing and Measurement - Integrated Online Strategies - Master Certificate in Internet Marketing - Search Engine Marketing and Usability.

○	<p>MARKETING COORDINATOR/OPTICAL ASSISTANT Midwest City, OK.</p> <ul style="list-style-type: none"> • Maintain social media communications, online profiles and office website for Midwest City and Del City locations. • Press releases, brochures and fliers, advertising copy and client communications. • Philanthropy organizer for local charitable organizations. • Lens and frame stylist for diverse clientele. • In this position I was invited to lecture on the subject of social media for the OAOP state conventions as well as interviewed by and provided information to the trade publications Vision Monday and Optometric Management. 	<p><i>04/2007 to 12/2013</i></p>
○	<p>CUSTOMER SERVICE REPRESENTATIVE AT&T Mobility Oklahoma City, OK</p> <ul style="list-style-type: none"> • Assist customers with billing, technical and general concerns. 	<p><i>11/2006 to 04/2007</i></p>
○	<p>ASSISTANT MANAGER Aaron's Sales and Lease Austin, TX</p> <ul style="list-style-type: none"> • Employee training and personnel management. 	<p><i>03/2006 to 10/2006</i></p>
○	<p>WEEKEND NEWS ANCHOR/MEDIA BOARD OPERATOR News Radio 590 KLBJ Austin, TX</p> <ul style="list-style-type: none"> • Research, write and deliver live news broadcasts. • Develop and foster relationships with public officials and conduct interviews. • Evaluated and followed up on news leads and news tips to develop story ideas. • Wrote, edited and produced stories for multiple platforms, including Internet and digital channels. 	<p><i>07/2005 to 03/2006</i></p>
○	<p>SHUTTLE BUS DRIVER University Transportation, Cognisa Transportation San Marcos, TX</p> <ul style="list-style-type: none"> • Primary means of support through college. 	<p><i>01/2001 to 12/2005</i></p>
○	<p>UNIVERSITY GROUP LEADER Higher Ground Campus Ministry</p>	<p><i>01/2001 to 01/2003</i></p>
○	<p>DIRECTOR OF VOLUNTEER SERVICES Central Texas LifeCare</p>	<p><i>01/2000 to 05/2001</i></p>
○	<p>SCHOOL BUS DRIVER Dripping Springs ISD</p>	<p><i>08/1999 to 05/2000</i></p>
○	<p>CUSTOMER SERVICE SUPERVISOR Colloquium Bookstore San Marcos, TX</p>	<p><i>11/1998 to 07/1999</i></p>

EDUCATION



Bachelor of Arts | English

Texas State University, San Marcos, TX

- Majored in English - Creative Writing
- Minored in Journalism