



# CASSANDRA ALAMILLA

## CAREER SUMMARY

Creative and organized communications and digital marketing specialist with experience creating SEO content strategies for lead generation and e-commerce using keyword research and analytics tools. Experience managing copywriters and editorial calendars. Experience with managing information databases using CRMs and resolving conflicts with customers.

## EXPERIENCE

### NEXT LEVEL SEM

**Senior SEO Content Manager I** Dec 2021 - March 2023

**SEO Content Manager I** May 2021 - Dec 2021

- Promoted to Senior Manager after 8 months for exceeding project management objectives, supporting department goals and company culture
- Oversaw workflow of SEO content for 20+ clients from topic creation to publishing
- Involved in the onboarding process for SEO clients as the specialist and composed content briefs/style guides
- Collaborated with clients to meet targeted goals and provided timely status updates through regular emails and online meetings
- Edited and reviewed blogs and website copy
- Reviewed published content to ensure it was implemented correctly and accurately
- Evaluated performance and rankings of keywords using Google Search Console and explored strategy opportunities
- Partnered with web development team to provide copy for new and redesigned websites
- Supervised junior content managers and trained them on best practices and SOPs
- Reviewed and processed accounting invoices for a variety of external vendors and freelance writers on a monthly basis

**Business Development Coordinator I** Feb 2021 - May 2021

- Assisted in the accomplishment of monthly sales goals through client outreach and retention
- Vetted incoming 25+ leads weekly before scheduling official sales calls with the business development manager
- Leveraged Zoho CRM software to keep track of leads and potential contracts
- Formulated and awarded 10+ contracts weekly and maintained follow up correspondence
- Analyzed websites of potential clients using Semrush and Moz and developed site audit decks for the business development managers to use in sales calls

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## SKILLS

- Copy writing & copy editing
- Project Management
- Account Management
- Content Marketing
- Quality Assurance & Quality Control
- Team Leadership
- Customer Retention
- Conflict Resolution

## SOFTWARE PROFICIENCY

- Zoho CRM
- WordPress
- Asana
- Semrush
- SurferSEO
- JasperAI

## **THE PALACE GROUP**

### **Front Desk Receptionist**

Jan 2020 - Feb 2021

- Screened and forwarded phone calls to appropriate medical staff members
- Inputted and updated resident information and documents into Customer Relationship Management system and created files and maintained organization of filing system
- Acted as a liaison between building occupants and the maintenance team, reporting and documenting maintenance needs and repair requests.
- Developed a comprehensive understanding of each resident's and family members' individual needs and behavioral patterns, enabling proactive identification and de-escalation of potential triggers and tense situations
- Enforced COVID-19 safety measures for incoming visitors and contractors

## **PHILLIP & PATRICIA FROST MUSEUM OF SCIENCE**

### **Guest & Sales Ambassador**

Feb 2019 - Jan 2020

- Enriched guests' experience by providing information about exhibits and museum.
- Sold and promoted general admission tickets and year-long membership packages and handling all forms of payment.
- Checked in school groups for field trips and processed group invoices and handled checks

## **EDUCATION**

### **BACHELOR OF SCIENCE, JOURNALISM**

University of Florida

**2018**

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