

CONTACT

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CERTIFICATIONS

- Google Ads Video Cert | November 2021
- Google My Business Cert | September 2021
- HubSpot | Social Media Strategy | April 2020
- HubSpot | Growth-Driven Design | April 2020
- Google Campaign Manager | April 2020
- Google Advanced Analytics | April 2020
- Google Creative Certification | April 2020

EDUCATION

- B.A. Digital Technology & Culture
Washington State University
Vancouver, WA 2020
- English Minor
 - Rotary Scholarship Recipient
 - Cum Laude | 3.61 GPA
 - Presidents Honor Roll

KEY SKILLS

- Project Management
- SEO Research & Analysis
- Google Analytics
- Strategic Planning
- Critical Thinking
- Remote Team Collaboration

TECHNICAL SKILLS

SEO

- Screaming Frog
- Moz
- ahrefs

Management Systems

- Basecamp
- Slack
- Zoom

UX/UI

- Research & Analysis
- Visual Organization
- Project Organization

Developer

- HTML5/CSS3
- WordPress

Design

- Corel Draw
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro

HOBBIES

- Photography/Videography
- Switch Gaming
- Yoga
- Skillshare Classes

PROFESSIONAL EXPERIENCE

SEO Setups

- SEO Specialist | September – Current
- Performed SEO technical audits
 - Completed competitive analysis
 - Performed usability and key words research
 - Developed keyword strategy
 - Tracked and measured SEO tactics through Google Search Console, Analytics
 - Provided custom dashboard for report using Data Studio
 - Created custom video ads for social channels and ran YouTube ads

Automatic, Ink

- SEO Specialist | June – Current
- Performed SEO technical audit
 - Completed competitive analysis
 - Performed usability and key words research
 - Implemented SEO through metadata, h1, h2, speed optimization, image optimization
 - Tracked and measured SEO tactics using Google analytics
 - Metrics include: Site traffic, channels, CTR, demographics, etc.

NutriGardens

- SEO Copywriter & UX/UI | August – September 2020
- Mitigated site transition from WordPress to Shopify
 - Completed competitive analysis
 - Performed usability and key word research
 - Implemented SEO through metadata, h1, h2, speed optimization, image optimization
 - Created custom visual media representing complex data
 - Created SEO copy for magazine writeup, blog and web pages

Parks Foundation of Clark County

- Social Media Manager, SEO Specialist | August 2019 – May 2020
- Provided research and analysis of social media, website and SEO
 - Developed usability and branding guidelines to strengthen brand identity
 - Led a marketing team of six in digital campaign strategy
 - Utilized social media analytics tools, Hootsuite + Google to track consumer engagement
 - Implemented SEO recommendations to optimize new website
 - Served as SEO copywriter, editing for usability document and guidelines

R&T Enterprises

- Project Manager & Digital Strategist | September 2010 – August 2015
- Established brand identity and social media presence
 - Curated promotional ads including paid Google and Facebook Ads
 - Monitored metrics and sales gained from ads
 - Promoted organic growth through SEO optimization on all web sites
 - Promoted organic growth through social media platforms with increase of 65% followers
 - Monitored SEO metrics/ads though Google, provided detailed reports based on analysis