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# MICHELE THORKELSEN

*Digital Marketing Specialist*

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## WORK EXPERIENCE

### Head SEO Strategist

*Today's Business / Pine Brook, NJ / September 2016-Present*

- Lead the SEO Strategist team, freelancers, and interns
- Conduct keyword research and SEO audits to ensure client success
- Write and optimize web content
- Maintain onsite and offsite SEO strategies
- Report to clients on a weekly and monthly basis
- Review site content for quality and completeness

### Copywriter

*Today's Business / Pine Brook, NJ / June 2016-August 2016*

- Assured accuracy, completeness, and neatness in own copy from initial submission to final copy
- Demonstrated success in writing in multiple voices to target audiences for 100+ clients
- Edited coworkers' content to ensure all work is of the highest possible quality
- Met copy deadlines

### Account Manager

*Today's Business / Pine Brook, NJ / July 2015-May 2016*

- Tracked campaigns for 25+ clients to determine effectiveness and any necessary changes for the future
- Led client sales calls and presentations
- Instructed all departments to efficiently facilitate client projects
- Developed internal processes to build and strengthen the Account Management department
- Identified opportunities for further expansion of services amongst current client base

### Community Manager

*Today's Business / Pine Brook, NJ / January 2015-June 2015*

- Developed marketing campaigns for clients in diverse industries, including ecommerce, real estate, & medical
- Managed online branding through various social media outlets, including Facebook, Instagram, Snapchat, LinkedIn, YouTube, and Twitter
- Monitored online presence of 18+ companies and engaged with users to strengthen customer relationships

## EDUCATION

### BA JOURNALISM

Minor: IT  
University of Massachusetts Amherst  
(2010-2014)

## SKILLS

- Google Analytics Certified
- Google Adwords
- Link Building
- Word, Excel, & PowerPoint
- WordPress Website Design
- Adobe Photoshop

## EXPERTISE

- Project Management
- Copywriting & Editing
- High Pressure Scenarios
- Organization
- Thinking Outside the Box
- Corny Puns