

AMELIA SMITH

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Allen, TX 75013

Preferences:

- Remote or local
- Full-time

PROFILE

I'm a data-driven website marketing manager with over 5 years of experience optimizing company websites. I'm skilled in managing CMSs, analyzing data, and enhancing SEO, all while working closely with cross-functional teams and external vendors. I'm proud of my ability to align strategies with business goals, improve user experiences, and drive meaningful campaigns. Whether tackling technical challenges or bringing creative ideas to life, I thrive in dynamic environments where collaboration and innovation are key.

SKILLS

- Content Management Systems (CMS) Wordpress, Ceros
- Google Analytics 4
- UX/UI Design
- Google Tag Manager
- Web Development
- Search Engine Optimization (SEO)
- Project Management
- Reporting and Dashboards
- A/B Testing and Optimization
- Customer-Centric Thinking
- Wireframing/Prototyping
- Adobe Creative Suite
- Behavior Analytics(Hotjar, Mouseflow)
- External vendor management

EXPERIENCE

Website Marketing Manager, Devo

Remote – Oct 2022 - Present

- Led web redesign project across multiple departments and managing vendors, resulting in significant engagement metric improvements
 - Increased engagement time by 23%
 - Boosted views per user by 47.43%
 - Decreased bounce rate by 59.11%
- Enhanced average organic traffic from 28.1% to 51.3% through SEO projects
- Raised website conversion rate from 5.2% to 8.3% through A/B testing and optimizations
- Helped drive 50% of pipeline

- Implemented operational improvements for improved reporting in Google Analytics
- Managed external agencies, developers for various projects

Website Marketing Manager/Developer, Armor Defense

Dallas, TX – Feb 2018-Oct 2022

- Implemented conversational marketing on the website, which led to a 10% increase in inbound leads QoQ.
- Led website redesign that resulted in decreased bounce rates, increased time on page, and overall traffic.
- Managed external development team to improve development delivery quality and time

Front-end Web Developer/Product Designer, Polygraph Media

Austin, TX Jan 2017- Feb 2018

- Led web strategy and product design for the company's internal platform and SaaS product; managed company website
- Created assets, decks, and mockups/wireframes for marketing and sales collateral

Front-end Developer/UI Designer, Sandbox Commerce

Austin, TX Dec 2015-Jan 2017

- Worked on the SandBox Commerce mobile commerce platform, focusing on front-end development and managed company website
- Designed assets, decks, and mockups/wireframes for the company
- Led new designs for future feature implementations

EDUCATION

University of Washington, Seattle — Bachelor of Arts, Psychology, 2009

Makersquare (now Hack Reactor), Austin, TX — Full-Stack Immersive Web Development Boot Camp, April - June 2014

CERTIFICATIONS

Hubspot Academy - SEO — April 2024

Hubspot Academy - Digital Marketing — April 2024

AWS Cloud Practitioner Essentials — Aug 2022