Robin Kelly

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A dynamic digital marketer and industry leader known for her tenacity and passion for building digital successes.

SKILLS

Digital Marketing & Branding
Project Management
Digital Media Management
User Training & Development
Leadership Training
Time Management
Collaboration & Consulting
Search Engine Optimization (SEO)
Social Media Management
Content Management Systems
Web Design/HTML/CSS
Training Material Development
Research & Assessment
Digital Graphic Design
Email Marketing
Powerpoint Presentations
Public Speaking
Problem Solving & Critical Thinking
Best Practices & Online Learning

CERTIFICATIONS

Google Analytics Certified
Google AdWords Certified
Google Digital Marketing Certified
Hubspot Content Marketing Certified
Bing Ads Certified
Site Accessibility Certification
Photoshop Certificate
Texas Accessibility DIR
Time Management Skills

PROFESSIONAL PROFILE

Results oriented senior level digital marketing strategist, trainer and leader with more than 18 years of experience in higher education leading digital strategy, content development, training and managing digital project builds. Contagious enthusiasm, professional integrity. Resourceful and creative thinker with a passion for learning emerging technologies, developing best practices, working in a collaborative environment, problem solving and critical thinking.

Areas of Expertise: Digital Marketing Strategy, Brand Management, Digital Media, Website Design, Data Analysis, Social Media Management, Website Architecture, Content Management Systems, Best Practices, Project Management, HTML/CSS, Email Marketing, User Training, Presentations, Research and Instructional Materials.

ACCOMPLISHMENTS

Led customized complex marketing search strategy resulting in first-page listing on Google for over 75 academic landing pages, ultimately contributing to an 8% increase in student enrollment over a five year period.

- Attained and maintained top position in organic search for over 90% of university website through deployment of holistic SEO programs, content management, analytics, research and user training.
- Spearheaded seven university site-wide redesigns including integration and migration into a system-wide CMS managing hundreds of directories and thousands of website pages in conjunction with managing and training university website editors and managers.

WORK HISTORY HIGHLIGHTS

The University of Texas at Tyler, Tyler, Texas
Webmaster | 2010 – 2018, Web Content Coordinator | 2001 - 2010

Responsibilities grew from solely developing the university's first static website serving approximately 3,000 students to working with a team to develop and optimize a successful responsive website serving more than 10,000 students.

- Administered, trained and supervised 175+ website editors and managers.
- Built SEO dominance through unique copy, continued research, testing, link building, landing page optimization, smart tagging and more.
- Continued analytics monitoring and training resulting in ongoing and consistent website improvements.
- Established university social media presence generating lasting growth.
- Developed specialized online training and instructional materials, best practices, website assessments, classroom training and one-on-one instruction.

Ballistic ActionNet, Tyler, Texas
Head Web Designer | 1995 – 2000

Lead website designer for a fast-paced design firm spearheading projects for hundreds of businesses across the nation.

- Collaborated with clients to design websites to meet client needs.
- Created seamless UX and UI with creative but functional designs.
- Worked closely with back-end developers to seamlessly launch and manage sites.
- Created web compliant meta-data and keyword strategy for SEO find-ability.