



# TERRI EADES

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## Summary

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I have 17 years of professional experience and greatly enjoy creative problem solving and using empathy to craft the best online marketing strategy to meet the company's or client's business goals. I am an effective and well-rounded paid Social Media Specialist with a strong eye for detail and an understanding of web strategies, SEO, and marketing. I also have excellent copywriting, brand management and marketing expertise with dedication to proactivity and ultimately serving the client with the best outcome possible.

## Skills

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- Web Design
- WCAG
- Graphic Design
- Brand communication
- Organic social media management
- Copywriting
- Multi-campaign planning and budgeting (Paid social media and PPC)
- Campaign implementation and analysis
- Web (Google) Analytics
- Creating dashboards and reports with Google Looker (Data) Studio
- SEO

## Experience

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CLARUS A Carnegie Company | Westford, MA

### **Paid Social Media Specialist**

06/2022 - Current

- I build social media campaigns using the client's creative on Facebook, TikTok, Snapchat, AudioGo, Spotify, and YouTube.
- I monitor multiple campaigns for multiple clients, ensuring that the campaign is on-track to meet the contracted number of impressions. If a campaign is under-pacing, I make suggestions for improvement to my supervisor.
- I run both ad-hoc and final reports for campaigns.
- I work in tandem with the other Paid Social Media Specialist in my department to ensure campaign quality and come up with effective processes to even better improve the results for the client and to streamline our work and avoid errors.
- While my department offered Google Ads services, I would proof ads for the specialist and also took on the full duties of the position for three months. I created ads and keywords, monitored the campaigns for budget utilization, and optimized the campaigns on a regular basis to ensure the highest impressions and click-through rate possible. I also created ad-hoc and final reports for this position.

Morgan Community College | Fort Morgan, CO

### **Webmaster/Social Media Manager**

10/2008 - 05/2022

- Enhanced digital applications and marketing efforts with comprehensive user testing and validations against performance standards
- Created highly responsive, accessible, user-friendly, and scalable websites
- Analyzed website statistics through Google Analytics and Google Tag Manager to constantly improve the user experience
- Administered the internal student and employee portal
- Trained faculty and staff on how to update website pages

- Tracked customer engagement and feedback to optimize websites, social media, and ad strategies
- Created and maintained yearly budgets and coordinated launches of long-term social media and ad campaigns to increase enrollment
- Created specialized ad campaigns for Facebook, Instagram, Google, and Snapchat that were adapted to that platform's audience and the targeted audience
- Managed detailed organic and ad campaign tracking across multiple channels and systems, including Google Analytics and Google Tag Manager.

Viaero Wireless | Fort Morgan, Colorado  
**Web Designer**  
*06/2007 - 10/2008*

- Responsible for designing the company's main website and Intranet
- Occasionally assigned to graphic design work.

## Education and Training

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Leeward Community College | Pearl City, Hawaii  
**A.A.- Liberal Arts**  
*05/2004*

Leeward Community College | Pearl City, HI  
**Certificate** in Digital Media  
*05/2004*

University of Northern Colorado | Greeley, Colorado  
**B.A.- Graphic Design- Computer Art**

## Certifications

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- Google Analytics Individual Qualification
- Google Ads Measurement Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Google Ads Display Certification

## References

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References available upon request.