

# SAM JONES

Philadelphia, PA • (610) 555-1234 • sam.r.jones@gmail.com • www.linkedin.com/in/samrjones

## EXPERIENCE

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Optimizely Co. – Philadelphia, PA

July 2020 - Present

*SEO Marketing Analyst*

- Leverage company's SEO platform to identify customer pain points and translate them into opportunities
- Deliver SEO knowledge and recommend strategic improvements to potential customers
- Grow relationships with key internal stakeholders to pitch company's services via cold outreach
- Support peers with industry specific strategies to approach accounts or respond to customer objections
- Research ongoing SEO industry updates and present findings in weekly team meetings

Noritake China– Radnor, PA

Summer 2019

*e-Commerce Sales Intern*

- Managed shipping configuration to reduce other chargebacks and product distributions
- Analyzed and validated daily sales reports to identify vendors violating company MAP policy, to provide a fair marketplace and product pricing for all vendors
- Increased product relevancy and conversion rate by ensuring compliance with various e-Com platform requirements
- Influenced SEO keyword campaign strategies through weekly product performance presentations to e-Com team to streamline forecasting and financial efficiencies of inventory
- Conducted on-site market research at various retail outlets, reviewing company strategies against its competitors

The Farm Soho – New York, NY

Summer 2018

*Business Development Marketing Intern*

- Contributed to marketing strategy by revamping sales pitches, and highlighting financial benefits for members
- Performed market research to improve member retention and customize strategies for individual members
- Identified venture capital firms to partner with members for capital intensive projects

Children's Hospital of Philadelphia – Philadelphia, PA

Summer 2017

*Operations Intern*

- Optimized time efficiencies of national mobile nurse network to maximize operating and financial performance

The Philadelphia Inquirer – Philadelphia, PA

Spring 2017

*News Media Intern*

- Analyzed readers' comments and interactions with company's social media
- Devised strategies to increase user traffic to social accounts and click-through rates to the website and app

## EDUCATION

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**UNIVERSITY OF PENNSYLVANIA**, Philadelphia, PA

August 2016 - May 2020

**Bachelor of Arts**, Communications, 3.8 GPA

Minor, Analytics

**KING'S COLLEGE**, London, England

Spring 2019

**Study Abroad**

## SKILLS AND SOFTWARE

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Google Analytics, Tableau, Oracle OBI, Amazon Vendor Central, Profitero, Brightedge, Conductor, Conductor Plug in, SEO Minion, Microsoft Excel, Powerpoint, Google Drive Suite