

# LaTisha Clayton

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## SUMMARY OF QUALIFICATIONS

Experienced professional with more than 10 years of experience emphasizing content creation, web design, social media, and data analysis.

## RELEVANT SKILLS

- Online Marketing Certified Professional (OMCP®) Certified
- Strong working knowledge of Facebook and Google Ad platforms. Analytical thinker.
- Skilled in HTML, CSS, Javascript and Python.
- Adept in project ideation, strategy, and milestone development.

## PROFESSIONAL EXPERIENCE

**Marketing Consultant** Financial Success Media, Atlanta, GA 2010 - Present

- Developed video marketing assets and custom content for millennial audience covering the basics of personal finance, career, budgeting, retirement, effective money management, and investing.
- Partnered with brands including PNC Bank, Fidelity, Discover, and the National Association of Realtors to educate on mutually created personal finance topics.
- Wrote 400+ articles covering the topics of student loans, debt liquidation and repayment, and investing.
- Spearheaded social media outreach with a consumer credit counseling agency reaching 1.4 million millennials via Twitter and Instagram.
- Responsible for the development and execution of email sends averaging 85-106k a month with a 98% deliverability rate.
- Maintained, designed, and created web content using HTML/CSS/JavaScript/PHP/APIs for clients' WordPress websites.
- Tracked and reported on user analytics using Google Analytics and third-party tools.
- Maximized use of on-site and off-page SEO to increase average ranking of overall website by 12.2 points in 90 days and average click through rates from 1.7% to 2.5% in the same 90 days.
- Provided technical support to clients for marketing tools and tech setup.

**Paid Media Specialist** Terry Foster Consulting, Pittsburgh, PA 2018-2018

Responsible for optimization of 3 client accounts in both ecommerce and lead generation, with a monthly Facebook/Instagram PPC budget of \$10,000+ month. Monitored conversion rates and other key performance indicators. Decreased cost per lead by 20% in 3 months.

**Content Marketing Specialist** Parrish Capital, Kennesaw, GA 2015-2017

Maintained Wordpress website, created search-friendly content, managed email database and sends via Mailchimp. Created blog content and social media strategy to attract portfolio management and financial services clients.

## EDUCATION

B.B.A. Finance	G.P.A. 3.6	Kennesaw State University, Kennesaw, GA
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