

# Gabrielle Martin

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Having started my career as a self-taught web developer while studying Marketing and Consumer Psychology in college, I bring 5+ years of deep industry experience including agency and in-house environments. My growth-oriented mindset and passion for writing fueled my drive to help grow businesses by offering a full range of website management and development. SEO became my focus when I realized I could utilize all my technical and creative problem-solving capabilities to the fullest. I am extremely adaptable which allows me to thrive in agency and startup environments. I also have a strong interest in health, tech, education, finance, and travel markets.

Able to think strategically, lead teams as well as roll up my sleeves, I can take action on content creation, email marketing, website design, UI, Social Media, off and on-page SEO, technical SEO, and basic web programming. I have been quoted as an expert contributor for digital marketing textbooks offered through the [IAP Career College](#) and featured in large publications such as [MarketingSherpa](#), [HuffPost](#), [EatThis](#), [Realtor.com](#), and [Southern Living](#).

I look forward to contributing to the positive growth of your business and your team.

## SKILLS & TOOLS

- Google Search Console, GA4, SEMRush, Ahrefs, Moz, ScreamingFrog, Majestic.
- Writer with demonstrated results improving and optimizing CTR.
- Keyword research and competitor analyses to identify new opportunities.
- Practical understanding of W3C-compliant HTML/CSS, Php, MySql, Javascript, and jQuery
- Metadata, page speed, mobile-friendly usability, Core Web Vitals, sitemaps, header tags.
- Successful off-page link building using services such as HARO and Qwoted.

## EXPERIENCE

### **Associate SEO Manager - Bio Recovery and National Crime Scene Cleanup (NCSC)**

*Nationwide B2B and B2C biohazard cleanup company headquartered in Patchogue, NY*

#### **Mar 2021 - Present**

- Collaborate with internal departments to update and optimize service pages, resulting in a 12% profit margin increase and an additional 26% projected ROI increase.
- Strategized and executed a content creation calendar for company blogs that raised daily average organic clicks from 25 to 500 a day (3,764%) and lowered the bounce rate from 79% to 38% in a 26-month period.
- Blog articles that perform above average industry engagement rate, at an average of 2 minutes spent on each article, and generate buzz on social media.
- Increased the number of dofollow high value PR backlinks by 60%.
- Grew organic keyword volume by 3,000 keywords (6% in the top 3 placements, 20% in top 10).
- Created infographics that raised engagement rates across social media channels.
- Mentor and assist in managing a team of SEO specialists to delegate projects and disseminate technical SEO fixes, projected to raise search engine visibility by 26%.

### **Digital Marketing Assistant - SmartPack USA**

*B2B restaurant supplier and wholesaler with a B2C eCommerce website*

#### **Jul 2020 - Mar 2021**

- Collaborated with Influencers to raise organic engagement rate on Facebook and Instagram by 25% and increase Instagram following by 50% in one month.
- Increased email marketing click-through rates by 5%.
- Implemented paid social ad campaigns, resulting in an 80% increase in Facebook and Instagram impressions.

- Conducted keyword research for writing blogs and product descriptions, discovering 100+ keyword opportunities.
- Worked with internal departments to enhance over 50 website pages.
- Designed infographics for website and social media that raised average engagement by 16%.

### **Digital Marketing Specialist - Engraving Nation (Twinco Mfg. Co., Inc.)**

*Startup B2C eCommerce company focusing on customizable engravable signs*

**Nov 2019 - Mar 2020**

- Strategized and executed a successful on and off-site SEO campaign that ranked the company's start-up eCommerce website by 110% for competitive target keywords in just two weeks.
- Developed a digital marketing plan and built an eCommerce website using Wordpress and Woocommerce in under 3 months.
- Carefully planned site's information architecture around keyword research and planning, also optimized PageSpeed to 89-92.

### **SEO Specialist - Dynamic Creations**

*B2B white label eliquid manufacturer with one B2C eCommerce brand*

**Aug 2018 - Nov 2019**

- Increased Google rankings for new lead generation site by 110% within 3 months, ranking one lead generation site in 2nd position for targeted keywords.
- Collaborated with applicable departments and writers while also working autonomously to help raise overall profit margins by 18%.
- Executed a content creation plan that helped increase the organic traffic of eCommerce and lead generation sites by 8% each month.

### **Web Designer and Developer - On Top Visibility**

*A full-service marketing agency with an emphasis on SEO and B2B*

**Jan 2018 - Aug 2018**

- Applied self-taught coding abilities to build, troubleshoot, and fix bugs caused by WordPress themes or plugins.
- Designed and prototyped website layouts and implemented designs after client and internal department approval and collaboration.
- Answered phones and technical questions or concerns in an informative, professional, and friendly manner.
- Met with clients weekly to identify marketing objectives and provide appropriate recommendations.

### **Freelance Web Developer**

**March 2014 - Jan 2018**

- Self-taught web developer who managed the website development and maintenance needs of 12-15 different clients while attending university.
- Planned and built over 50 applications from scratch using HTML/CSS, Php, MySql, Javascript, and jQuery.
- Maintained some websites built on a custom OOP design or MVC (Laravel 3&4 and CakePhp).

### **EDUCATION & TRAINING**

- **Technical SEO Certification**, issued by Blue Array Academy (Cert ID q8gjhejfb)
- **Google Analytics 4 (GA4)** certified, issued May 2023 (Cert #152826478)
- **Women In Tech SEO Member**
- **SMX Create 2021**
- **BA in Marketing and Psychology, 3.51 GPA, cum laude**, Stony Brook University, NY (2015-2017)
- 4.0 GPA Dean's List (Spring 2017; Fall 2017)

### **INTERESTS AND HOBBIES**

Fitness & Health

Food & Clothing

Technology & Trends

Reading & Education

Music & Concerts

Science & Data Analysis