

Shana Penta

SEO Specialist | Content Curator | Digital Strategist

CONTACT

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CERTIFICATIONS

Social Media Strategy | April 2020 | HubSpot

Growth-Driven Design | April 2020 | HubSpot

Campaign Manager | April 2020 | Google

Advanced Analytics | April 2020 | Google

Creative | April 2020 | Google

Waze Ad Fundamentals | April 2020 | Google

Social Marketing | May 2019 | Hootsuite

EDUCATION

B.A. Digital Technology & Culture
*Washington State University
Vancouver, WA 2020*

- English Minor
- Rotary Scholarship
- Cum Laude | 3.61 GPA
- Presidents Honor Roll
 - Spring, Summer, Fall 2019/2020

KEY SKILLS

Project Management
SEO | Analytics
Content Management
Copywriting
Critical Thinking
Strategic Planning
Remote Team Collaboration

TECHNICAL SKILLS

Management Systems

Basecamp
Slack
Zoom

Sales Force

Social Media

Tactics & Execution
Marketing Strategy
SEO

Web

HTML5 | CSS3
WordPress

UX | UI

Project Organization
Visual Communication
Research & Study

Design

Adobe Illustrator & Photoshop
CorelDraw

Audio | Video

Adobe Premier Pro
Adobe After Effects

HOBBIES

Photography/Videography
Skillshare Classes
Switch Gaming
Yoga

PROFESSIONAL EXPERIENCE

NutriGardens

SEO Copywriter & UX/UI | August – September

Performed usability research, testing, and analysis to transition from WordPress to Shopify. Performed competitive analysis and determined SEO keywords and content.

- Collected data and analyzed metrics for SEO and Usability
- Created concise copywrite and visual media representing complex data
- Created SEO copy for magazine writeup, blog and web pages

Parks for Clark | A Digital Reimagining

Social Media Manager & SEO Specialist | January - May

Developed & strengthened brand identity for Parks Foundation of Clark County. Promoted events and fostered connections within the community.

- Led a marketing team of six, in developing and implementing social media strategies: scope of campaign, project timeline, milestones and deliverables
- Built up a successful and strong brand identity across social platforms effectively increasing followers and driving brand awareness
- Utilized social media data analytics tools, such as Hootsuite, to track consumer engagement and draw conclusions about user data

Parks Foundation of Clark County Usability Development

Social Media Manager & Copywriter | August - December 2019

Provided research and analysis of social media status and developed usability guidelines for improving brand identity.

- Led a marketing team of five in analyzing social media metrics
- Recommended social media strategies and branding guidelines across all available platforms
- Served as copywriter, editing for usability document and guidelines

R&T Enterprises

Project Manager & Digital Strategist | September 2010 – August 2015

Established brand identity and grew social media presence. Curated promotional ads and implemented SEO. Monitored metrics and sales gained from ads.

- Curated paid Ads on Google Analytics, generating revenue growth increase of 15%
- Promoted organic growth through social media platforms including Facebook, Pinterest with increase of 35% more followers
- Monitored online presence of company's brand, engaged with users, strengthening customer relationships