







Robinette KELLY

DIGITAL MARKETING STRATEGIST | SEO/SEM/SM/SMM/UI/UX/CMS/HTML/CSS

CONTACT

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SKILLS

Search Engine Optimization
Search Engine Marketing
Local SEO
Social Media Marketing
Social Media Management
Keyword Research
Landing Page Development
Information Architecture
Google Analytics
Content Management
Adobe Creative Suite
Leadership | Training
Collaboration | Workshops

CERTIFICATIONS

Google Analytics Certified
Google Digital Marketing Certified
Google AdWords Certified
Site Accessibility Certification
Photoshop Certificate
Texas Accessibility DIR Training

PROFESSIONAL PROFILE

- 25 years web design, HTML, CSS, SEO, content creation, keyword research, user experience, navigation and strategy.
- 10+ years of digital marketing, social media marketing & management, web operations administration, project management, CMS administration, website analytics.
- 5+ years search engine marketing, email marketing, digital marketing, landing page development, online branding and responsive design.

EXPERIENCE

The University of Texas at Tyler

Webmaster | January 2001 – 2018

Seventeen years of experience including: web operations, digital marketing, site design, migration, branding, front-end development, HTML/CSS, search engine optimization (SEO), social media (SM), information architecture (IA), accessibility/usability, user testing, trends, analytics, content management system (CMS) administration, individual and group training, web guidelines and best practice strategy.

- Customized complex SEO strategy resulting in average of 8% student enrollment increase each year over a five year period.
- Accelerated SEO growth to increase organic website visits over 80% in five years.
- Acquired 1st page rankings across search engines for landing pages, colleges and departments.
- Managed seven university-wide redesigns including migration into campus-wide CMS, responsive design and SEO development.
- Collaborated with marketing team to create social media campaigns for undergraduate and graduate programs increasing student applications by 50%.

Ballistic ActionNet

Lead Web Designer | 1994 - 2000

Designed, developed deployed hundreds of sites across the US while managing a team of four website designers.

- Collaborated with clients to generate web content and meet client needs.
- Developed a user-friendly architecture by programming site navigation, and organizing site content into a logical format.
- Created web compliant metadata and keyword strategy for SEO find-ability.