

Mary Seibert

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(505) 280-0678

EXPERIENCE

Quill Power Agency (Jan. 2023 - Present)

Digital Content Specialist

- Provide comprehensive support for the Lead Designer by designing, creating, and editing assets including web pages, blog posts, press releases, and ads
- Track key performance indicators (KPI's) and make recommendations about content strategies
- Use and stay up to date with the latest industry tools like Wix, WordPress, Elementor, Canva, Adobe, Grammarly, SEMRush, Keywords Everywhere, RankIQ, etc.

Insight Consulting (US) (August 2024 -Present)

Digital Marketing Strategist

- Research, compile, analyze, and present competitor insights for clients in various niches
- Track key performance indicators (KPI's) and make recommendations about content strategies
- Create marketing materials including emails, web pages, blog posts, and social media content based on competitor insights

Photon Rainbow (Dec. 2022- March 2024)

SEO Specialist and Project Manager

- Audited and edited website to align with SEO best practices and produced weekly content to drive organic traffic to the website resulting in a 100% increase in organic leads
- Successfully planned and executed solar energy projects, ensuring adherence to strict timelines and budgetary constraints
- Facilitated seamless communication between clients, contributing parties, and project teams to ensure alignment of expectations and project deliverables

Solar Works Energy (June 2020-July 2022)

Digital Marketing Manager

- Collected and analyzed resource expenditure and performance data in order to improve system efficiency
- Monitored and maintained CRM
- Oversaw SEO implementation and became #1 in local Google Search results
- Managed monthly budget up to \$45,000 for digital marketing and was responsible for a 400-800% uptick in ROI each month through digital marketing

Schenk Southwest Fine Art (Nov. 2019-July 2022)

EDUCATION

BA in Psychology & Integrated Science

University of Denver