



SAMANTHA PHILLIPS-VARNEKE

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ACHIEVEMENTS

CURRENT GOOGLE ADS CERTIFICATIONS:

- Display Advertising
- Search Advertising
- Video Advertising

TECHNICAL SKILLS AND PROGRAMS:

HTML • CSS • WordPress •
WooCommerce • Google Ads •
Google Ad Grants • Google Tag
Manager • Google Analytics •
Google Search Console • Adobe
Photoshop • Adobe Illustrator •
Adobe InDesign

EDUCATION

GEORGIAN COURT UNIVERSITY 2011

BFA Graphic Design
magna cum laude

CONTACT

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EXPERIENCE

SEARCH AND SOCIAL SPECIALIST • AGIS INTERNET MARKETING LANCASTER, PA • 06/2016 – PRESENT

- Manage projects.
- Develop and implement marketing strategies.
- Determine KPIs.
- Keyword research and trend analysis.
- Create and manage Google Ads and Google Ad Grants campaigns.
- Write and design ads for multiple search and social platforms.
- Define conversions and implement conversion tracking.
- Monitor and evaluate results of Google Ads, Google Ad Grants, and social media campaigns.
- Analyze the SEO of clients' websites and make recommendations.
- Design and develop WordPress and HTML sites.
- Write compelling content, optimized for search engines.
- Develop branding and design marketing collateral.

WEB/GRAPHIC DESIGNER, DEVELOPER, SEO SPECIALIST • MCP INTERACTIVE

LEWISBERRY, PA • 11/2014 – 09/2016

- Redesigned and maintained responsive e-commerce websites using WordPress, WordPress plug-ins, and WooCommerce.
- Designed graphics for print and web.
- Photographed products and retouched photos using DSLR cameras, Adobe Photoshop, and Adobe Bridge.
- Created and managed Google Ads campaigns.
- Lead meetings with clients.
- Wrote search engine optimized content.

FREELANCE SOCIAL MEDIA MARKETER • FUTER BROS. JEWELERS YORK, PA • 03/2014 – 07/2015

- Photographed products for use on multiple social media platforms.
- Developed and implemented Facebook campaigns.
- Managed social media accounts.
- Edited and updated the existing WordPress website.

**FREELANCE GRAPHIC DESIGNER • SMALL CHICK BIG DEALS
NEW JERSEY & PENNSYLVANIA • 03/2013 – 07/2015**

- Acted as the company's chief graphic designer.
- Developed branding and marketing strategies.
- Created brand consistent social media graphics.
- Designed advertisements and media kits.

ADDITIONAL FREELANCE WORK

NEW JERSEY, CALIFORNIA, & PENNSYLVANIA • 05/2011 – 07/2015

- Edited websites
- Photographed weddings, portraits, and sporting events.
- Retouched images in Adobe Photoshop, Adobe Bridge, and Adobe Lightroom.
- Designed business cards, logos, brochures, and posters.
- Created graphics for social media.