

Melissa Lower

DIGITAL MARKETING ANALYST
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EXPERIENCE

RED VENTURES

Charlotte, NC

Associate Analyst – SEO and Product Management Specialization

August 2016-Present

- Manage team of 12 junior and senior developers, copywriters and designers to improve on-site customer experience; includes creating project plans, organizing product sprints, and evaluating results.
- Responsible for the P&L of *The Simple Dollar*, a financial services marketplace that generates \$12MM annually, by compiling monthly P&L statements and presenting financials to accounting team and Senior Leadership.
- Led SEO (search engine optimization) planning and execution for proprietary websites with up to 9MM visits per month (*Bankrate.com, The Simple Dollar, GoodCall*) to increase website visits.
- Conducted opportunity analysis of search landscapes that uncovered \$5MM+ in annual revenue from ranking improvements within Google, Bing, and Yahoo.
- Prepare weekly full-funnel reports and send frequent performance updates to Senior Leadership across multiple businesses, focusing on the drives of gain or loss in website visitors and revenue and detailing the decisions that were made because of those.
- Coordinate leadership and development opportunities for entire SEO team across all of Red Ventures, including monthly training sessions and onboarding for 10-20 new hires each year.
- Interview and give tours to potential candidates for both analyst and web developer positions within Red Ventures.
- Organized and executed quarterly company-wide “business review” day; included coordination with Senior Leadership and resulted in 15 business presentations and 300+ attendees throughout the day.

FREELANCE CONSULTANT

Cincinnati, OH

Digital Analytics and Advertising Consultant

August 2015-July 2016

- Created website and marketing plan for clothing retailer and used website analytics to make digital advertising decisions to drive customers into the retail store.
- Presented and executed advertising plan (using Facebook Ads and Google AdWords) for local career coach and speaker to increase website visitors and help assist in customer acquisition.

DIFFERENTIAL, LLC

Cincinnati, OH

Marketing Manager Intern

May 2014-August 2015

- Managed digital marketing and sales – monitored and analyzed customer behavior data to help make product development decisions.
Supervised client relations and product application build on a \$100,000 web development contract.

CERTIFICATIONS, COURSES & SKILLS

RED VENTURES DIGITAL MARKETING ACCELERATOR

March 2018

GOOGLE ANALYTICS CERTIFICATION

October 2016

DATA ANALYSIS: Microsoft SQL Server, BigQuery, PostgreSQL and MySQL querying

DATA VISUALIZATION: Periscope Data, Google Data Studio, Tableau, Microsoft Power BI

WEB DEVELOPMENT: HTML, CSS, JavaScript (basic knowledge to build simple websites), WordPress and other CMS

MARKETING + MANAGEMENT TOOLS: Google Search Console, Google AdWords, Google Analytics, Facebook Ads, Google Tag Manager, SEMrush, Screaming Frog, Ahrefs, Mailchimp, Quick Base, Microsoft Office

EDUCATION

UNIVERSITY OF CINCINNATI, *Carl H. Lindner College of Business*

GPA: 3.82

- Lindner Honors-PLUS Scholar
- Bachelor of Science in Industrial Management; Minor in Information Technology
- Professional study abroad to Hong Kong, Beijing, Shanghai, Chiang Mai, and Singapore (Spring 2014)

OTHER ACTIVITIES & INTERESTS

ST. PETER CATHOLIC CHURCH

Music ministry, Bible study group leader

WOMEN IN TECHNOLOGY

Taught after-school web dev class at an all-girls high school (Nov. 2015)

STARTUP WEEKEND CINCINNATI

Organized Startup Weekend Cincinnati (2015-2016)

UC CLUB SWIM TEAM

President (2015-2016), Secretary (2014-2015), Founding Member (2012)

UC OBAIS BOARD OF DIRECTORS

Undergraduate Representative (2015-2016)