

# HAYDEN SCHUSTER

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## Professional Summary

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I'm an ambitious digital marketing specialist looking to continue my journey of self-improvement and professional growth in an environment that brings out the best version of myself.

## Skills

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- Leadership, communication skills & public speaking
- Building websites & landing pages w/ organic SEO
- Large-scale paid & organic social media campaigns
- Google Analytics (GAIQ Certified), Google Ads (Display & Search Certified), Google Tag Manager, Microsoft Ads (Certified), FB Analytics
- Writing, storytelling & copywriting
- Generating leads using local SEO techniques
- Proficient in learning new technologies (3+ years experience w/ Wordpress, Squarespace, WIX, Shopify, Photoshop, Canva, Hootsuite, HotJar, Constant Contact/Mailchimp, Office 365)

## Work History

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### Marketing Specialist

06/2021 to Current

**Appearance** – Portland, Oregon

- Manage inbound marketing campaigns focused on business-driven solutions. Develop content plans, create landing pages, implement SEO, manage paid/organic social media, & support content, UX, digital PR, advertising, and reputation management strategies. Further assist in compiling client reports and data while analyzing UX and brand engagement.

### Founder

05/2020 to Current

**Rose City Marketing** – Portland, Oregon

- RCM is my digital marketing freelancing business specializing in small and medium-sized businesses who need help transitioning to the digital world in the midst of the pandemic.

### Digital Media Specialist

09/2018 to 05/2020

**Clark County Event Center** – Ridgefield, WA

- Year-round digital marketing lead focused on client-facing relationships, tangible conversions, sponsor fulfillment, and community outreach. Worked w/ in-house team and external contractors to execute KPI's. In charge of web design and maintenance, SEO, PPC, email marketing, paid and organic social media, content creation and more for hundreds of events year-round.

### Marketing Assistant

01/2018 to 08/2018

**Clark County Event Center** – Ridgefield, WA

- In charge of digital strategy/implementation. Assisted w/ admin tasks, event coordination & sponsor interaction

### IT Student Technician

08/2013 to 10/2017

**University of Oregon Information Services** – Eugene, Oregon

- Replaced/Updated WAP's, identified WIFI connectivity errors, installed new jacks/phones/components/etc.

## Education

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**Bachelor of Arts: Journalism & Communication: Ad | Minor in Business**

06/2017

**University Of Oregon** - Eugene, OR