


EUGENE SONG

CONTACT

 www.GenoSEO.com

 song@GenoSEO.com

 (310) 922-4716

Dear Hiring Manager,

My name is Eugene Song and I've been working in the digital marketing field for 5 years. I have experience with a range of digital marketing skills such as Search Engine Optimization, Web Development, Google Adwords, Facebook Advertising, Instagram, Twitter, and content creation.

I also have intimate knowledge of various tools such as Google Analytics, Google Search Console, Ahrefs, and Moz. I used these tools for conversion rate optimization, Adwords analysis, resolving site crawl errors, backlink strategy development, and competitor analysis.

I anticipate that this breadth of knowledge will prove valuable in multiple ways. My skills fit in an environment where I manage multiple channels of traffic (which is what I am currently doing). I can also focus my efforts into one channel such as SEO (which I have the most experience in) or Adwords and easily integrate with the rest of the marketing team.

I also have experience utilizing Adobe Photoshop and Adobe Illustrator to create content for social media and webpages. I'm extremely passionate about Digital Marketing and I am constantly learning new ideas and improving my skills.

Regards,

Eugene Song

EUGENE SONG

Digital Marketing Specialist



February 3, 2017



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Los Angeles, CA 90028



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Work experience

Since
12/2015

Digital Marketing Specialist

Storitz | Los Angeles, California

Oversaw digital marketing operations, including Search Engine Optimization, Google Adwords, Facebook Advertising, Instagram, and Twitter. Significantly increased KPIs for Google Adwords including a 593% improvement in conversion rate. Implemented systematic on-page SEO solutions for over 700 webpages, and also found systematic solutions for 20,000 crawl errors. Utilized Moz and Ahrefs to study backlink strategies, and implement various backlink acquisition strategies.

12/2015
5/2015

SEO Specialist | Web Developer

Locksmith Solutions | Sherman Oaks, California

Designed and developed 3 large commercial websites with on-page SEO built in. All 3 websites were responsive and were built with HTML, CSS, Javascript, and Bootstrap. Researched keywords, audited website, modified meta tags to optimized on-page SEO for 90 pages. Analyzed competitor backlink profiles to assess link-building opportunities and develop backlink strategies.

5/2015
1/2013

SEO Specialist | Web Developer

GenoSEO | Los Angeles, California

Audited websites for onsite optimization, and implemented all changes for websites and various platforms such as Shopify, Wordpress, and HTML websites. Built up brand social media and Web 2.0 properties for website promotion and SEO value.



Education

University of California, Berkeley

Double Major | Berkeley, California

Bachelor of Arts, Integrative Biology, May 2006

Bachelor of Arts, Music Emphasis on Composition, May 2006