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## EDUCATION

**Tulane University, A. B. Freeman School of Business** New Orleans, LA  
**Bachelor of Science in Management** May 2014  
Major: *Marketing*      Focus: *Online Marketing*

## EXPERIENCE

**Search Influence** New Orleans, LA  
*Technical Internet Marketing Team Lead* May 2014 – Present

- Wrote monthly industry related blogs with a focus on industry best practices
- Managed a team of 8 Internet Marketing Associates
- Assigned all Production department work via a CRM system
- Monitored 25 employee task loads
- Lead workshops to ensure clients are following guidelines for businesses on Google
- Directed a cross-departmental team in charge of technical analyses of client sites

*Senior Internet Marketing Associate* March 2013 – May 2014

- Developed a training manual site to document all Production department processes
- Organized interdepartmental meetings to update teams on industry changes and best practices
- Used Google Analytics to write monthly site traffic reports for clients
- Scheduled social media posts for clients on Facebook, Google+, Twitter, and LinkedIn
- Studied and selected best keywords to target in client campaigns
- Researched, tested, and implemented a better data feed product for client packages
- Created materials for sales and account management teams during new product implementation
- Improved MozLocal's validation, targeting, and pricing features working with external stakeholders
- Built and optimized Google Plus profiles for clients in Google My Business

**Tulane Executive Education Office** New Orleans, LA  
*Student Assistant* November 2010 – March 2014

- Designed and ran email marketing campaigns
- Edited photos and designed templates for school's webpages
- Organized monthly Info Session events for prospective students
- Created and filed expense reports using Concur

**Technology Connection-Tulane University** New Orleans, LA  
*Web Developer and Product Photographer* December 2012 – February 2013

- Created, organized, and edited web content to include store information and product listings

## HONORS

Selected an one of New Orleans City Business' "Ones To Watch" in Technology for July 2015

## SKILLS

Certified in Microsoft Access and Excel

Certified in Google AdWords, Google Analytics, and Bing Ads

Certified in Hubspot Inbound Marketing and Houzz Marketing Consulting

Experienced with Microsoft Word, PowerPoint, Outlook, Wordpress, and Adobe Photoshop

Proficient with Adobe Creative Suite and fundamental front-end web development

Working knowledge of the French language