



Tawan Perry

Digital Marketer

Hi there, I'm Tawan, a digital marketing whiz with a penchant for solving online marketing problems in refreshing, sometimes unconventional ways. I thrive on solving problems creatively with digital marketing and help clients make an impact with their products and services. In a nutshell, I will help your organization become visible online, target your ideal clients or customers and stay top of mind using a potent mix of powerful, time-tested SEO/Paid Media tactics, modern digital marketing software and tools, and specialized knowledge. If you value the growth that a highly skilled digital marketer can bring to your organization, then I'm your next team member!

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WORK EXPERIENCE

Senior Associate, SEO Organic Search Team Mindshare

04/2022 - 12/2023

Chicago, Illinois, United States

Achievements/Tasks

- Utilized Screaming Frog software to perform in-depth technical analysis of client websites, ensuring optimization of title tags, images, and site structure.
- Performed on-site SEO analysis of client websites, checked for the proper title and H1 tags, meta descriptions, content and keyword density, alt Image text, and response codes.
- Provided gap analysis for articles on client websites.
- Provided recommendations via monthly reports by utilizing Google Search Console, Google Trends, Content King, Google Analytics, SEM Rush, and Excel.
- Handled keyword research and strategies for optimal on-site performance.
- Performed detailed site analysis and oversaw technical recommendations.

Digital Media Buyer CDR Fundraising Group

08/2021 - 05/2022

Lanham, Maryland, United States

Achievements/Tasks

- Managed and optimized paid search, paid social, display, native, and video advertising for assigned clients with oversight from senior team members.
- Planned, executed, and optimized paid search, paid social, display, native and video marketing campaigns.
- Handled traffic campaigns in Search Ads 360 and Campaign Manager ad-servers, including the creation of Floodlight tags and testing.
- Completed daily monitoring and optimization of campaigns to ensure KPIs are met or exceeded for revenue, donor acquisition and ROAS.
- Compiled and presented performance reports to assigned clients with oversight from senior team members.
- Continuously researched and recommended new advertising venues, creative formats, and technologies, staying abreast of trends and recommending possible implementations for our clients.
- Completed quality assurance of digital advertising campaigns prior to launch. Wrote ad copy for Facebook and Google Ads campaigns.

Digital Media Buyer G&S Business Communications

10/2020 - 10/2021

Raleigh, NC

Achievements/Tasks

- Spotted industry-specific trends, analyze and report data from analytic platforms to drive growth.
- Built profitable digital marketing campaigns from scratch and optimize social media accounts such as Facebook, Google Ads, Instagram, Twitter, LinkedIn for improved customer engagement.
- Effectively set up, managed and tracked social media campaign performances, budget allocations, and monitored KPIs.
- Identified room for improvement with constant A/B testing, provided insights and implemented recommendations with advanced optimization tactics.

SKILLS

Marketing Interpersonal Skills

Adaptability Active Listener

Excellent Communication Skills

Critical Thinking Structured

Team Player Stress Resistant

Negotiation Result Driven

TECHNICAL SKILLS

The digital marketing stack:

Intermediate Experience with the following applications and platforms: Microsoft Office, Google Ads, Search Ads 360, Facebook/Meta Ads Manager, Twitter Ads, LinkedIn Ads, The Trade Desk, Google Analytics, SEM Rush, Google Console, and Screaming Frog. Digital Marketing Skills include Media Buying, Email Marketing, PPC Advertising, Account Structuring, Excel Spreadsheet, Copywriting, Keyword Research, Site Map Indexing, Forecasting, Campaign Optimization, Off-Site/On-Site, and Technical SEO.

EDUCATION

Bachelors of Science
Morgan State University

Masters of Education
University of
Massachusetts Amherst

LANGUAGES

English
Native or Bilingual Proficiency

Spanish
Elementary Proficiency