

OLYVEA DAVIS

CONTACT INFORMATION



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CERTIFICATIONS & TOOLS

Adobe Analytics

Adobe Creative Suite

- AfterEffects, Audition, Illustrator, InDesign, Photoshop, Premiere Pro

Google Tools

- Google Ads, Google Analytics, Google Developer Tools, Google Keyword Planner, Google Search Console

HubSpot Email Marketing Certification,
Oct. 2018

Microsoft Office

Moz

Screaming Frog SEO Crawler

STAT Search Analytics

Web Development

- Basic HTML, Basic CSS
- Wix, WordPress

COMMUNITY INVOLVEMENT

GTB Global Impact Week, Oct. 2019
and Oct. 2020

- Virtually presented SEO best practices and assisted small businesses with SEO questions and recommendations.
- Volunteered with Friends of Detroit Animal Care and Control to play with and exercise shelter dogs.

Animal Rescue Project, Jul. 2018 –
Dec. 2018

Kalamazoo Gospel Mission, Nov. 2015
– Apr. 2018

- Served food for residents, organized the warehouse, and tutored children.

EDUCATION

University of Michigan – Dearborn
Information Systems and Technology

Expected Graduation: Dec. 2023
Master of Science

Western Michigan University

Advertising and Promotion

Dec. 2018
Bachelor of Business Administration

- Minors: Chemistry, General Business, Multimedia Arts Technology

PROFESSIONAL DEVELOPMENT

GTB

SEO Analyst

Mar. 2019 – Pres.

- Organize and track progress on all client SEO projects to ensure recommendations and requirements are implemented properly and on time.
- Create effective metadata tagging, sitemaps, schema, and technical specifications to advance page visibility and accurately target searchers.
- Review website performance and use SEO tools to articulate user intent and suggest content marketing strategies to positively influence the site and visits.
- Work with Clients, Accessibility, Content, Creative, Development, and Strategy partners to complete quality projects aligning with SEO and client needs.
- Train and support new team members on SEO basics and tools, composing quality recommendations, analyzing keyword research data, and more.
- Accepted a **promotion from SEO Associate Analyst** in March 2021 to current position for exemplary website assistance and enthusiastic work ethic.

Organic Search Writer (SEO) Intern

Jan. 2019 – Mar. 2019

- Assisted in research and building analytics reports for internal and external teams to propose improvements for website performance in Organic (Natural) Search.
- Completed and presented an intern team project committed to improving mental health awareness and employee support programs.

Move Train Thrive

Digital and Social Media Marketing Advisor

Nov. 2018 – Nov. 2019

- Researched key topics and consumer search methods and identified strategies to develop a comprehensive website design and more effectively reach customers.
- Followed customer online activity and information on Google Analytics to better identify and track possible web development improvements.

Western Michigan University

Aug. 2018 – Dec. 2018

Office of the Provost and Vice President for Academic Affairs

Student Office Assistant

- Answered a multi-line phone system and greeted and aided visitors in a respectful, professional manner to promote an inviting and people-focused environment.
- Provided clerical support to the administrative wing by proofreading, photocopying, filing, and completing additional projects as assigned.

Western Heights Complex Residence Halls

Resident Assistant

Aug. 2016 – May. 2018

- Ensured the safety and well-being of 350+ students, building communication, observation, and disciplinary skills in a fast-paced and unpredictable setting.
- Planned and hosted community development activities to promote positive interactions and acceptance, enhancing conflict and time management abilities, collaboration, and teamwork.

American Advertising Federation Case Competition

Spring 2018

Lee Honors College Undergraduate Thesis Project

Production Director

- Collaborated with Research, Media, Creative, and Strategy teams on a fully integrated marketing campaign for Ocean Spray Cranberries, Inc., presenting at the NSAC AAF Case Competition to **win 2nd place**.
- Led a team of 6 to plan, construct and design a Plans Book, developing skills in Adobe Creative Suite and furthering creative solutions and leadership abilities.