# Professional Experience

Skyler Lewis

## Digital Marketing Specialist

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(312) 442-0084

LinkedIn | Portfolio

Digital marketing specialist with six years of experience driving online engagement and revenue for e- commerce and SaaS brands.

Expertise in SEO, paid media, and performance analytics. Delivers measurable results by aligning data insights with targeted, creative strategies.

# Key Skills

January 2021 - Present

June 2018 - December 2020

# Education

## Digital Marketing Specialist

*RiseCommerce Brands | Chicago, IL*

 Increased paid ad ROI by 47% through A/B testing of landing pages, headline copy, and targeted audience segments

 Grew organic traffic by 61% YoY by leading a technical SEO overhaul and refreshing content strategy across three sites

 Managed $150,000 quarterly ad budget, optimizing spend to increase lead conversions by 39% across channels

## Marketing Coordinator

*NovaSpark Systems | Evanston, IL*

 Launched multi-channel campaigns for product launches, generating over 2,500 qualified leads in the first six months

 Created performance dashboards in Google Data Studio, reducing weekly reporting time by 70%

 Improved email open rates by 23% through segmentation, dynamic content, and optimized send times

Campaign analytics Conversion rate optimization Email automation

Google Ads management SEO strategy

*May 2018* **Bachelor of Arts (B.A.) Marketing**

DePaul University, Chicago, IL

# Certifications

## Google Ads Search Certiication

Google | 2021

## HubSpot Inbound Marketing Certiication

HubSpot | 2020