

Terri Eades

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SUMMARY

Dynamic marketing professional with 17 years of comprehensive experience, specializing in web design, organic social media, paid social media, SEO, and creative strategy. Proven track record in enhancing online presence and engagement through innovative marketing strategies. Holds multiple Google Ads certifications, demonstrating expertise in ad creation, campaign analysis, and optimization. Adept at leveraging empathy and analytical skills to exceed business goals and boost client satisfaction.

EXPERIENCE

Paid Social Media Specialist

CLARUS A Carnegie Company

Jun 2022 – Apr 2024, Westford, MA

- Built social media campaigns using the client's creative on various platforms.
- Managed and monitored performance on diverse campaigns for various clients, exceeding contractual obligations.
- Analyzed and delivered comprehensive reports, facilitating data-driven decision-making processes.
- Worked closely with team members to optimize campaign strategies and enhance overall performance.
- Managed Google Ads services, executing campaign creation and optimization strategies that resulted in a 30% increase in click-through rates. Also reported and analyzed PPC campaign results.

Webmaster/Social Media Manager

Morgan Community College

Oct 2008 – May 2022, Fort Morgan, CO

- Drove improved user experiences in digital applications and marketing initiatives through rigorous user testing methodologies and usability studies. I also made sure that all websites adhered to WCAG web accessibility standards.
- Designed custom layouts and created web assets for the main college website, landing pages, and other project needs.
- Provided daily maintenance for all college websites.
- Analyzed website traffic and utilized statistics and analysis to identify user experience bottlenecks, resulting in a 50% reduction in bounce rates.
- Devised social content strategy and built annual media and marketing calendars and budgets.
- Directed organic and ad campaign tracking on multiple channels, driving a 30% increase in overall campaign performance and higher social media engagement.
- Continuously monitored latest trends in web design, graphic design, and social media best practices to create innovative solutions.
- Designed and developed email marketing campaigns for newsletters and promotions.

Web Designer

Viaero Wireless

Jun 2007 – Oct 2008, Fort Morgan, Colorado

- Optimized the user interface of the company's main website and Intranet, doubling the average session duration.
 - Revamped the company's visual identity and established brand guidelines.
 - Designed marketing collateral for customer acquisition and retention.
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SKILLS

Web Design, Copywriting, Graphic Design, Adobe Creative Suite, Canva, Brand Management, Brand Communication, SEO Implementation, Google Ads Creation and Optimization, Online Marketing Strategy, Advertising Strategy, Paid Social Media Management, Social Media Campaign Planning, Campaign Analysis, Google Looker Reporting, Google Analytics Reporting, AI Platforms, Wordpress

EDUCATION

A.A., Liberal Arts

Leeward Community College • Pearl City, Hawaii • May 2004

Certificate, Digital Media

Leeward Community College • Pearl City, HI • May 2004

B.A., Graphic Design- Computer Art

University of Northern Colorado • Greeley, Colorado

CERTIFICATIONS

Google Ads Search Certification

Google · Unknown

Google Ads Measurement Certification

Google · Unknown

Google Ads Display Certification

Google · Unknown

Google Ads Video Certification

Google · Unknown

Google Analytics Individual Qualification

Google · Unknown
