

# Susan Eberling

Greater Denver Area | [seberling@gmail.com](mailto:seberling@gmail.com)  
[linkedin.com/in/susaneberling](https://www.linkedin.com/in/susaneberling) | [susaneberling.com](https://www.susaneberling.com)

Digital marketer experienced with paid search and social media campaign development, optimization, and analytics. Demonstrated attention to detail, organization, and time management skills. Enthusiastic-team player with a positive attitude.

## SKILLS

Google Adwords, Google Keyword Planner, Google Analytics, Search Engine Marketing, Keyword Research, Social Media Advertising, Retargeting, Content Marketing, Content Generation, Search Engine Optimization SEO, Writing, Research,, Project Management, Collaboration Leadership, Public Speaking, Microsoft Office, Salesforce CRM, Mailchimp, WordPress, Canva

## EDUCATION

### Digital Marketing Certificate

*University of Denver Boot Camps, Denver, CO*

May 2021 - Sept 2021

### Bachelor of Arts (B.A.) - Journalism/PR | Marketing Minor

*Metropolitan State University of Denver, Denver, CO*

## PROJECTS

### Paid Search Advertising | [susaneberling.com/project-paid-search](https://www.susaneberling.com/project-paid-search)

- **Goal:** Developed and created a custom Google Ads campaign for a small business.
- **Role:** Created a Google ads campaign targeted at a tour company's main audiences for their key products offerings.
- **Tools:** Google Adwords, Google Keyword Planner

### Social Media Advertising | [susaneberling.com/social-media-marketing-mm](https://www.susaneberling.com/social-media-marketing-mm)

- **Goal:** Developed a multi-channel social media strategy for a local food hall.
- **Role:** As social media manager for the project, developed the overall strategy, built campaigns, and generated the ad creative
- **Tools:** Facebook Ad Manager, Twitter Ad Manager, Canva

### Content Marketing Plan | [susaneberling.com/portfolio/project-content-marketing](https://www.susaneberling.com/portfolio/project-content-marketing)

- **Goal:** Utilized content marketing and SEO to attract online book sales.
- **Role:** Researched keywords that BookBar's competition was missing and recommended related website and social media content to bring customers to their website.
- **Tools:** Content Gap Analysis, Google Keyword Planner, Web Research

## WORK EXPERIENCE

### Interim Digital Marketing Manager

*Generation Web, Inc., Denver, CO*

Sept 2021 - Present

- Maintain and optimize existing Google and LinkedIn ad campaigns
- Manage client relationships and determine needs and next steps
- Work with a content team to develop custom on- and off-page SEO strategies for clients

**Volunteer Coordinator**

Nov 2016 - Jul 2018

Project Worthmore, Aurora, CO

- Recruited, qualified, and managed volunteers for ongoing programs, events, and concerts
- Produced monthly newsletter to communicate with volunteers
- Managed and organized core program serving refugees and volunteers
- Presented to internal and external audiences for workshops and trainings
- In 2017, placed over 1,500 volunteers positions totaling 7,311 volunteer hours

**Freelance Communications Consultant**

Jul 2011 - March 2013

Multiple Companies, Denver, CO

- Developed editorial calendars, wrote website content, blog posts, and newsletters
- Edited articles and columns written by colleagues
- Ghostwrote a technology column for the Monterey Herald