

Quaron Jones

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CERTIFICATIONS

Google Ads Search
Google Analytics 4
HubSpot SEO
HubSpot Social Media
Marketing
Google Ads Display (In
Progress)
Facebook Digital Marketing
Associate (In Progress)

SKILLS

Pay-Per-Click Advertising
(PPC)
Search Engine Marketing
(SEM)
Lead Generation
Search Engine Optimization
(SEO)
Digital Marketing
Keyword Research
WordPress & Drupal CMS
Social Media Marketing
(SMM)
Canva Design
Content Management
Content Creation
HubSpot Automation
Blog Writing
Video Editing
HTML
Microsoft Excel
Microsoft Word
Microsoft PowerPoint
Google Workspace
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Customer Service
Creative Problem Solving
Detail Oriented
Organization Skills
Written & Verbal
Communication

EDUCATION

BA Psychology—UAlbany,
Minor – Business Dec 2023

EXPERIENCE

Digital Marketing Specialist—Freelance,
Albany, NY (Dec 2022 - Present)

- Set up functional WordPress portfolios and blogs.
- Created Google Ads campaigns with proper account structure, keyword research, and A/B split testing, one leading to a 28% conversion rate & \$11 CPL.
- Used Google Analytics 4 data to assess visitor behavior, resulting in a 40% decrease in bounce rate.
- Optimized WordPress Sites: On-site SEO optimization with SEO Yoast including title tags, content, and internal linking; utilized competitive keyword research to determine rankability and find long tail keywords, resulting in a 360% increase in page views.
- Created Facebook and Instagram business profiles.

Marketing Intern—DMA,
WFH - Fort Wayne, IN (Aug 2023 – Dec 2023)

- Managed DMA's LinkedIn presence; measured and reported social media activities with HubSpot, resulting in a 400% increase in organic followers.
- Assisted with the Branding Refresh by updating 254 Expert Profiles to follow consistent visual identity and tone of voice.
- Edited content for the WordPress website to match the new branding.
- Conducted research and created reports for a PowerPoint presentation demonstrating the best practices for business email signatures; created a new signature suggestion with Canva to be used.

Web Marketing Operations Intern—EDB,
WFH - Bedford, MA (May 2023 - Aug 2023)

- Used Google Analytics 4 demographic and engagement data and Figma to lead the Global Localization Strategy to create personalized website experiences for language-specific site visitors in collaboration with regional marketing teams.
- Assisted with SEO-related site cleanup work, including fixing 500 broken links, redirects, and interlinking pages, raising EDB's site health by 12% according to the SiteImprove SEO tool.
- Stayed on top of website requests and updated pages using Drupal CMS.
- Created copy documents and page templates for stakeholders to assist in their web page content creation.