Rylee Cannon

SEARCH ENGINE EVALUATOR / MARKETING SPECIALIST

Profile

Results-driven professional with a dynamic approach to contributing within a team environment. Demonstrates proven problem-solving skills and decisive decision-making. Experienced in effectively managing diverse tasks, excelling in multitasking, and thriving in high-pressure situations. Recognized as a hardworking and dependable individual with exceptional interpersonal skills. Prepared to deliver a valuable impact from day one.

Employment History

Show Producer & Host, Radio DePaul, Chicago

FEBRUARY 2023 — PRESENT

- Boosted subscriber base by 30% in 4 weeks through targeted social media planning.
- Produced weekly graphic content and album art for the show.
- Introduced a creative weekly radio show format.

Marketing Intern, MileMaker, Chicago

JUNE 2023 — SEPTEMBER 2023

- Successfully implemented an SEO strategy, resulting in a 15% weekly increase in website visitors.
- Analyzed data for competitor insights and identified optimization opportunities.
- Led social media content and creative ad development.

Social Engagement Specialist, Don Pez Fish Tacos, Chicago

APRIL 2022 — AUGUST 2022

- Achieved a 33% subscriber base increase in one week.
- Formulated a customer engagement strategy leading to 10% organic growth.
- Created custom social media content to boost revenue.

Education

Bachelor of Arts in Communications and Media Studies, DePaul University, Chicago

AUGUST 2021 — NOVEMBER 2023

- Double minored in Digital Marketing and Public Relations & Advertising.
- GPA : 3.5 | Dean's List

Study Abroad, Corvinus University of Budapest, Budapest

AUGUST 2022 — DECEMBER 2022

Certifications

Google Certifications

2023

- Google Ads; Measurement Certification,
- AI-Powered Shopping ads Certification,
- Google Ads Display Certification,
- Google Ads Videos Certification,
- Google Ads (AdWords) Certification,
- Google Search Certification

SEMrush: Digital Marketing

MAY 2023

LinkedIn

2023

- LinkedIn: What is the Metaverse?
- Programmatic Advertising Foundations
- Next Generation AI: An Intro to GPT-3
- GDPR for Marketers

Details

Chicago, United States
(614) 867-0135
rylescan@gmail.com

Skills

Social Media Analytics

Search Engine Optimization

Content Creation

Canva (Software)

Mailchimp

Editing

Microsoft Office

Web Design

Python (Programming Language)

Digital Marketing

Salesforce.Com

JIRA

Analytics

Social Media

Infographics (Illustration)

Creative Writing

Conceptualization

User Experience Design (UX)

Statistics

Writing

ArcGIS (GIS Software)

Languages

English

Spanish

Hungarian