

Jaden Sherriff
Digital Marketing Coordinator | SEO Specialist
jadensherriff@gmail.com | Portfolio: <https://t.ly/TleKO>

Summary

Adaptive, quick learner with abilities to multi-task and meet deadlines. Skilled in SEO, Email Marketing, client success, account management, sales, programmatic advertising and marketing solutions. Relationship focused with a passion for innovation and strategic thinking.

Work Experience

Digital Marketing Coordinator | SEO Specialist

Contractor | Remote | October 2022 – Present

Proactively built and managed new and existing relationships with clients. Manage daily execution of campaigns and client related deliverables. Analyze performance data and provide interpretation and strategic steps to meet goals.

Suggest and implement optimization techniques for active campaigns.

- **Achieved a 200% increase in website traffic**, organic search, and engagement metrics through effective on-page, off-page, and local SEO techniques.
- Led the creation of numerous email automations, holding over **40,000 subscribers within the email list**. Building email creative within Figma & HTML/CSS.
- Oversaw social media campaigns, **increasing engagement by 300%** through competitor analysis, targeted content development & effective content marketing strategies—building creative social media content, and utilizing effective content calendar schedules on Hootsuite.

Benefits Specialist

Human Interest | Remote | March 2023 – November 2023

Managed day-to-day 401(k) plan administration, including distributions, roll-ins, and loans, ensuring accuracy and compliance with IRS, DOL, and SEC guidelines. Developed new processes, resolved complex client issues, and collaborated with cross-functional teams to support high- priority operational needs.

- Collaborated with cross-functional teams to **enhance process efficiency & customer satisfaction**. Increasing readability with simplistic user-friendly design.

Digital Advertising Intern

Upwork | Remote | November 2023 – March 2023

Assisted Account Coordinators and Managers in managing campaigns, analyzing performance data, and communicating insights to clients. Coordinated campaign execution with team members and maintained expert knowledge in online media management to support proactive campaign development and optimization.

- Assisted in managing over 20 digital campaigns, contributing to a **30% increase in client engagement and a 15% boost in ROI** through strategic optimizations.
- Analyzed performance data across multiple campaigns, delivering insights that led to a **25% improvement in click-through rates and a 10% reduction in cost per acquisition**.

Investment Operations

TD Ameritrade | Remote | January 2020 – October 2022

Facilitated client asset transfers, improving efficiency and accuracy. Developed training tools, mentored team members, and strengthened client relationships through exceptional support. Managed high-risk situations, enhanced operational processes, and provided effective solutions to ensure client satisfaction and continuous improvement.

- Facilitated and streamlined the transfer of clients' assets from foreign and domestic institutions, improving efficiency and accuracy.
- Identified high-risk situations, managed investment operations, and provided effective solutions to ensure client satisfaction.

Core Skills

Key Performance Indicators, Media Management, Advertising, Paid Media Buying, Campaigns, Google Analytics, Google Ads, Digital Marketing, SEO, Email Marketing, Email Automation, Campaign Management, Digital Media, Keyword Research, Copywriting, Microsoft Office, Salesforce, Jira, Content Management Systems, WordPress, Hootsuite, Media Management Tools, Semrush, HubSpot, Excel, Microsoft Dynamics 365, Brevo, Lead Nurturing, Social Media Content Creation, Email Outreach, Campaign Performance Monitoring, Retargeting Advertising, SMS Campaigns, Web Push Notifications, In-App Messaging, On-Page & Off-Page SEO, Local SEO, Google Trends, Ahrefs, Moz, Screaming Frog, Notion

Education

University Of North Texas
March 2018 – December 2023
Bachelors in Marketing

Languages

French (Fluent)
English (Native)
Modern Greek (Professional)