

# Eboni Lacey

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## SUMMARY OF QUALIFICATIONS

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Passionate about furthering my career as a Certified Advertising Specialist in helping businesses achieve a better ROI through the areas of Advertising, eCommerce Conversion Tracking, Social Media Marketing, Graphic Design, and/or Public Relations.

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## SKILLS

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- Google Ads Certified
- Expert In Obtaining Conversions through Social Media
- Expert in Adobe Illustrator, InDesign and Photoshop
- Proficient in HTML code
- Expert In Wordpress, Shopify and Squarespace
- Proficient in SEO
- Proficient in video editing

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## EMPLOYMENT

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### **Programatic Advertising Account Manager, Medialyze Marketing | May 2019 - Sept 2019**

Built and optimized Google advertising campaigns, consulted clients on programatic advertising, managed client's campaign, created reports, did graphic design projects

### **Certified Google Advertising Consultant, TTEC | Aug. 2018 - May 2019**

Built and optimized Google advertising campaigns, consulted businesses on Google best practices, worked with large budgets spending \$1,000 or more a day with Google ads

### **Advertising Specialist, Alpha Omega Publications | Jan. 2015 - June 2018**

Purchase advertising for all of our curriculum and products, manage Affiliate Program, manage convention advertising, design info pieces, communicate with potential advertisers and various companies and associations, coordinate between marketing & sales department regarding various advertising and marketing opportunities

### **Creative Director, Unelko Corporation | April 2014 - Nov. 2014**

Designed labels for cleaning products seen at Home Depot, Lowe's & Menards, created web pages, brochures, labels & packaging, managed all creative design and marketing decisions

### **Graphic Designer, Weststar Multimedia Entertainment, Inc. | Dec. 2013 - March 2014**

Designed and produced web graphics for the Kim Komando Show including web contest pages, ads, promotions and numerous email newsletters

**Creative Marketing Director, Mary's Mission & Development Care Center (Independent Contracting) | May 2008 - Nov. 2014**

Direct all visual marketing and print production, design marketing collateral, trained supervisors on effective marketing strategies, assisted in payroll, managed marketing staff, designed company website

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**CERTIFICATIONS**

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Google Ads Certified: Google Search, Display, Video, Mobile, Shopping and Google Analytics

\*Pursuing SEO Certification

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**HONORS & AWARDS**

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February 2019 Best Performing Google Advertising Campaign Specialist In The Nation

Editorial Spreads Seen at Magic Trade Show, New York Fashion Week and LA Fashion Week

College Honor Roll

Dean's List, 2008 - 2013

Student Athlete Award

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**EDUCATION**

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**Bachelor of Science:** Convergent Media

**Bachelor of Fine Arts:** Graphic Design

**GPA:** 3.5 cumulative

**Missouri Western State University (MWSU):** Graduated May 2013

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**REFERENCES**

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**Pam Covarrubias, CEO of Spread Ideas Move People | Business Partner**

816-646-6782, [pam@spreadideasmovepeople.com](mailto:pam@spreadideasmovepeople.com)

**Gabriela Estril. Videographer of Coder Camps/Woz U | Former Co-worker**

480-862-5330, [gabbyestril@gmail.com](mailto:gabbyestril@gmail.com)

**Arthur Fredette, Chief Operating Officer of Medialyze Marketing | Former Manager**

602-574-4574, [arthur@medialyzemarketing.com](mailto:arthur@medialyzemarketing.com)