

Christian Spencer

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Professional Summary

I am a XU Designer, Website Designer, and SEO Specialist who loves to create simple designs that inspire and engage people. I implement Best SEO practices on all my website designs to get my client website ranking high on the search engine. I'm an entrepreneur and a freelancer.

Skills

<ul style="list-style-type: none">• On-page / Off-page SEO• Keyword research• Competitors research• Link Building• Google Analytics• Google Search Console• Google Tag Manager• Google My Business• Klaviyo• Hubspot	<ul style="list-style-type: none">• CMS a.k.a Content Management Systems (e.g. Wordpress, WooCommerce)• SMM a.k.a Social Media Marketing (e.g. Facebook, Instagram)• HTML• CSS• Javascript• Adobe XD• Figma• XU Skills• Adobe Photoshop• Adobe Illustrator
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Work History

FREELANCE WEBSITE DESIGNER / SEO SPECIALIST | 06/2017 to 08/2020

Clothing and Sale - Fortuna, CA

- Helped clients develop ecommerce website and social media pages to promote businesses.
- Built, implemented and updated effective SEO strategies.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

WEBSITE DESIGNER / SEO SPECIALIST | 02/2021 to 04/2021

New Settlement Community Center – Bronx, New York

- UX Research and Designing High Fidelity Prototype for a new swimming page on the website.
- Creating strategy for Local SEO and working on the google my business page.
- Installing Google Tag manager and Google Analytics for website and event tracking
- Creating social media planner for scheduling post on a monthly base.

EDUCATION

University of Maryland - College Park, MD | Bachelor of Science
Journalism, 05/2018