

HALEY DESPARD

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With 8 years of combined experience in the digital marketing & PR space, I have a diverse skillset, ranging from SEO to social media marketing to web development and beyond. I am currently seeking a fully remote, part-time or full-time digital marketing, PR, or SEO specialist position with flexible hours. My tenacious ambition and impeccable work ethic make me a great asset to any company.

Professional Experience

SEO & Web Development Manager
LOCALFACTOR GROUP, Brooklyn, NY
August 2022–November 2023

- Served as the primary point of contact for 15+ clients
- Coordinated SEO campaigns which included SEO audits, on-page SEO, off-page SEO, local citations, content marketing, SEO maintenance, website maintenance, & hosting
- Built websites and landing pages in WordPress and Shopify
- Managed communications with freelance and contract team members, vendors, and clients
- Implemented Agile project management practices in Asana

SEO & Web Development Project Manager
HUDSON DIGITAL GROUP, Montclair, NJ
March 2021–August 2022

- Started as a junior web developer and learned SEO along the way
- Built WordPress websites and performed on-page and local SEO optimization
- Was promoted to SEO & Web Development Project Manager in August 2021
- Managed 10+ SEO clients with positive results
- Achieved 8x increase in organic search clicks and 10x increase in organic search impressions for top client

Director of Public Relations
BIBLIONASIUM, New York, NY
October 2017–October 2019, May 2020–June 2021

- Started as a digital marketing intern in 2017, then moved up to a Digital Communications Specialist in 2018
- Resumed work as a Director of Public Relations in 2020
- Managed social media accounts, PR campaigns, a WordPress blog, and email campaigns
- Managed special projects & coordinated with various departments within the company.

Digital Marketing Specialist | Graphic Designer | Copywriter | Blogger | Web Developer
FREELANCE

December 2015–Present

- Started as a freelance graphic designer in 2015
- Managed various digital marketing, PR, and web development campaigns
- Ghostwriter copywriter for prominent digital marketing agency
- Began freelance web development in 2020

Education

SOUTHERN NEW HAMPSHIRE UNIVERSITY, Hooksett, NH

May 2018

Bachelor of Arts in Communication (concentration: New Media), Honors: cum laude (GPA: 3.8/4.0)

Skills

SEO

- SEO Audits
- Keyword Mapping
- SEO Metadata
- On-Page SEO
- Text Optimization
- Image Optimization
- Content Syndication
- Local SEO/Google Business Profile
- Website Speed Optimization
- KPIs & Reporting

WordPress

- HTML
- CSS
- Themes: Elementor, Avada, Divi, Beaver Builder, WP Bakery
- WooCommerce
- Payment Configuration
- SEO Setup
- Form Configuration
- Plugin Configuration
- Analytics & Reporting

Adobe

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Animate

Shopify

- Template Builds
- Custom Builds
- Ecommerce
- Revenue Reports
- SEO Setup

Public Relations

- Press Releases
- Press Interview Coordination
- Press Writing
- Event & Contest Assistance
- Email Campaigns

Social Media

- Copywriting
- Graphic Design
- Hashtag Research
- Contests & Campaigns
- KPIs & Reporting

Project Management

- Asana
- Slack
- Google Drive, Docs, Sheets, & Slides
- Microsoft Office
- Agile & Scrum Principles

Graphic Design

- Logo & Brand Guide
- Social Media Images & Banners
- E-book Covers
- Web Design
- Illustrations