



# SANDY SPENCER

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## CONTENT WRITER / INTERNET MARKETING / WEB DESIGN

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### PROFILE

I'm an enthusiastic and highly competent technical professional with experience designing and coding websites, content writing, search engine optimization, internet marketing, and creating technical documentation.

I am a highly-adaptable fast learner with a strict attention to detail, and possess strong problem solving and analytical skills.

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### EXPERIENCE

#### WEB DESIGN & CONTENT SPECIALIST

##### **TopIMR.com (2011 - present contract position)**

- Designs and manages websites and digital marketing projects
- Facilitates effective marketing and SEO strategies for small businesses
- Writes user-friendly and informative content on a variety of topics
- Manages detailed data and marketing reports to create effective marketing strategies to increase R.O.I.

#### INTERNET MARKETING & WEB DESIGN

##### **Internet Marketing Results, Inc. (2006 - 2011)**

- Designed websites, logos, and branding for companies
- Created effective internet marketing and SEO campaigns
- Designed various mobile application interfaces, digital marketing materials, and social media campaigns

#### WEB DESIGN & DATA MANAGEMENT

##### **eSchoolProfiles.com (2002 - 2006)**

- Lead web designer for the creation & management of real estate websites and marketing
  - Organized and managed national school database data
  - Wrote technical documentation for school-based software
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### TECHNICAL SKILLS

- HTML, CSS, Javascript, PHP, Wordpress
  - Adobe PhotoShop, Illustrator, Dreamweaver, InDesign, RoboHelp
  - Microsoft Office, Visual Studio
  - Google Console, Analytics, PPC Management
  - Technical Writing, Grammar, SEO, Digital Media Best Practices
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### EDUCATION

#### BS INFORMATION TECHNOLOGY

**Colorado State University Global Campus (2018)**

#### AA BEHAVIORAL SCIENCES

**San Diego City College (2011)**

#### CERTIFICATION IN WEB DESIGN

**San Diego State College of Extended Studies (2000)**