

Anita (“Nita”) Taide

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OBJECTIVE

Remote senior/managerial position in digital marketing that will allow me to apply my extensive expertise toward maximizing the ROI of your business. I am Google Ads, Meta Ads, and Google Analytics certified.

SKILLS

- PPC (Google, Meta, Microsoft Ads & More)
- SEO (Content and Technical)
- Social Media Marketing
- Email Marketing
- Copywriting
- Affiliate Marketing
- Press Releases
- E-Commerce
- Business Development
- Analytics & Reporting

RELATED PROFESSIONAL EXPERIENCE

Sharp Innovations, Conestoga, PA

Paid Advertising Strategist

October 2022-Present

- Oversee paid advertising for over 20 accounts
 - Determine best campaign types, structures and budgets
 - Perform keyword research, set up conversion tracking in **GTM** (Google Tag Manager), compose ad copy and set up campaigns in Google Ads, Meta Ads, Microsoft Ads and more
 - Implement offline tracking with **CallRail** and **Zapier**, as well as new technologies like enhanced conversion tracking to capture comprehensive data flow
 - Regularly optimize campaigns for best performance
 - Prepare reports in **Google Looker Studio** to document KPIs, including conversions and CPA
 - Engage in monthly calls with clients to discuss performance and strategize together
 - Mentor Paid Advertising Specialist: train on best practices, share recommendations and monitor implementations/performance
- Strategize and implement SEO for several clients
 - Create monthly and quarterly SEO content
 - Evaluate existing content and client objectives to drive new content and target keywords
 - Perform keyword research using **SEMRush**, assigning targets based on search volume and competitive data
 - Develop new landing pages and blog posts, using **Jasper.ai** and **ChatGPT** as content aids and **Canva** for image creation and editing. Also incorporate schema to maximize inclusion in AI overviews when appropriate.
 - Publish content directly in content management platforms, including **WordPress**, **Squarespace**, **Godaddy** and **Magento**
 - Monitor results in **GA4** (Google Analytics 4) and **GSC** (Google Search Console), assessing improvements in positioning, traffic and conversions
 - Set up GA4 accounts, incorporating best practice settings and GTM containers with tags and triggers for event tracking
 - Perform **GBP** (Google Business Profile) optimizations
 - Ensure ownership, validation and NAP (Name, Address & Phone Number) consistency with clients’ websites
 - Populate service areas, descriptions, images, and other parts of profiles
 - Incorporate target keywords in descriptions, Q & A, posts and review responses
 - Assess page titles and meta descriptions using **Screaming Frog**, modifying existing tags and assigning new ones to optimize performance

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- Work with sales team to close leads
 - Participate in sales calls to determine objectives, budgets and scopes
 - Perform ad audits as well as client and competitive research to share insights and recommend paid ads and SEO plans

Interstate Connecting Components, Lumberton, NJ

Marketing Communications Manager

November 2013-October 2022

- Planned advertising strategy
 - Consulted with supplier business managers and co-oping manufacturers to understand product offerings/marketing goals and obtain budgets, content
 - Prepared annual advertising calendars
 - Worked with publishers to purchase ads, negotiating pricing and securing advertisements in industry publications
- Managed marketing, executing ads for company and co-oping manufacturers
 - Pay-per-click (PPC)/paid search advertising
 - Performed keyword research and composes ad copy for all campaigns
 - Closely worked with agency rep to monitor performance and make optimizations
 - Inventory listing sites
 - Worked with data team to develop and send daily product feeds to 20+ industry search sites
 - Worked with inventory listing partners to troubleshoot issues, increase rankings
 - Search engine optimization (SEO)
 - Performed keyword research
 - Developed and tracks rankings for target keyword list in **Moz**
 - Incorporated target terms in copy, meta tags and third-party anchor text
 - Updated XML Sitemaps and robots.txt files for ICC website and other sites in organization
 - Researched technical best practices and works with developer to implement
 - Press releases
 - Reviewed all releases, assisting in composition and incorporation of grammatical and AP Style edits
 - Used **Cision (PRWeb)** to post releases and share with publisher lists
 - Email marketing
 - Composed copy and plans images, working with graphic designer to build content in **dotdigital** and **Constant Contact**
 - Exported and tweaked **HTML** to repurpose for website and third-party publications
 - Copywriting - Composed copy for website products and categories, press releases, email newsletters, third-party ads and paid search ads
 - Social media
 - Maintained company’s Facebook, Twitter and LinkedIn accounts
 - Composed and schedules organic and paid posts
 - Intranet – Designed and maintained company’s Intranet
- Above activities required extensive project management and coordination with other marketing staff, graphic designer, IT and agencies
- Monitored performance for all marketing campaigns, reviewing metrics in **Google Analytics** and optimizing campaigns accordingly
- Over past seven years, increased overall e-commerce revenue by 3000% (including 900% increase in paid search revenue and 2200% increase in organic revenue)

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SoldierCity, Inc. Blackwood, NJ **Online Marketing Manager**

March 2008-October 2013

- Directed marketing activities in several key areas
 - Email marketing
 - Executed email campaigns from start to finish, including determination of promotions and featured items, management of graphic design and composition of copy
 - Monitored performance of newsletters and incorporated proven strategies
 - Web site content
 - Determined products and promotions to feature on key pages, based on web analytics reports
 - Composed copy for key product and category pages
 - Search engine optimization (SEO)
 - Implemented onsite SEO, including targeting keywords in copy and meta tags
 - Incorporated offsite SEO, including building incoming links from blogs and online directories
 - Researched best practices and made related recommendations for site redesign
 - Social media optimization (SMO)
 - Maintained company’s Facebook, Twitter and blog
 - Promoted company through related blogs, message boards and social bookmarking sites
 - Pay-per-click (PPC) and Comparison Shopping Engine (CSE) advertising
 - Closely worked with agency rep to monitor performance and adjust strategy and focus accordingly
 - Recommended new initiatives, including keywords based on newly added products (for PPC), optimized product data (for CSEs) and promotions in alignment with website offerings
 - Affiliate marketing
 - Evaluated effectiveness of affiliate ads and recommended related optimization strategies
 - Recruited new affiliates
- Introduced several initiatives to increase sales
 - Redesigned product menu and footer for more intuitive navigation
 - Enhanced site search to highlight best-selling items
 - Launched third-party affiliate and email marketing programs

Razorfish Philadelphia, PA

Search Engine Marketing (SEM) Account Manager

March 2007-February 2008

- Assisted Business Development in project scoping
 - Examined architecture, coding and content of prospective sites to determine key areas of optimization
 - Allocated hours and deliverables to projects, based on budget, timing, business objectives, etc.
- Served as main contact for several high-profile clients (including Disney, Flumist, and P&G)
 - Met regularly with clients to understand and meet their business objectives
 - Worked with internal and external teams to coordinate SEO deliverables
 - Conducted first-hand research/application in several areas: keyword research, link development, content optimization, title/meta tag development
- Performed revenue assessment
 - Examined monthly revenue reports and weekly time reports to effectively manage team members’ hours
 - Projected hours and revenue for remaining months, based on timing and deliverables
- Contributed to company knowledge base

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- Regularly read industry publications and communicated new and important concepts to team
- Authored several articles for *Search Marketing Trends*, as well as an article for *Philly Ad News*

SoldierCity, Inc. Blackwood, NJ **Senior Marketing Associate**

June 2004-February 2007

- Grew company’s sales by 38%
 - Directed company’s paid search engine marketing
 - Created detailed spreadsheets to analyze performance metrics among search engines, campaigns and keywords
 - Based on performance and projections, adjusted the following regularly: budgeting to control and prioritize costs; bids and keyword selection to maximize impressions; creative to increase click-thru rate; and landing pages, website content and pricing to improve conversion rate
 - Introduced new search engines and negotiated contract terms
 - Created written communications and copy
 - Composed monthly customer newsletters to promote new items and special promotions
 - Designed new affiliate user interface
 - Wrote product descriptions
 - Managed company’s affiliate marketing
 - Worked with existing affiliates to optimize links and offer incentives for improved performance
 - Recruited new affiliates and formed partnership with a key affiliate, leading to a considerable boost in sales
- Trained and managed junior marketing associate

EDUCATION

Master of Arts, Professional Writing

Awarded May 2010

Chatham University, Pittsburgh, New Jersey

Key Courses: *Writing for Digital Media, Web Design and Development I & II*

GPA 4.0

Bachelor of Science, Marketing

Awarded May 2004

Rowan University, Glassboro, New Jersey

Key Courses: *Strategic Marketing Management, Research Methods in Marketing, Consumer Behavior*

Honors: New Jersey Collegiate Business Association, Golden Key Honor Society, Beta Gamma Sigma

GPA 4.0

Associate of Applied Science, Computer Information Systems

Awarded December 2000

Camden County College, Blackwood, New Jersey

Key Courses: *Relational Database Management I & II, System Analysis and Design*

Honors: Phi Theta Kappa, Recipient of Rohrer and Transfer Trustee Scholarships

GPA 3.89

References furnished upon request