

Katherine Sutehall

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Education:

DePaul University, Driehaus College of Business, Chicago, IL
Bachelors of Science in Business: Marketing
GPA: 3.9/4.0; Summa Cum Laude

September 2015 - June 2018

Southern Methodist University, Dallas, TX
Full-Stack Development Coding Bootcamp

June 2020 - Present

Work Experience:

DealerOn, Dallas, TX

February 2020 - Present

Search Engine Optimization Consultant

- Manage 10+ client accounts and use SEO best practices to drive website users and sessions
- Utilize HTML, CSS, and Bootstrap to create custom webpages and add optimized website content
- Manage clients' social media accounts to increase social media engagement and gain website leads

Engel & Völkers Chicago, Chicago, IL

June 2018 - January 2020

Marketing Coordinator

- Responsible for all website, social media, and email marketing for a global luxury real estate brokerage
- Managed content management systems for company website with 76,000+ page views annually and 25 real estate agent websites
- Planned and executed paid search campaigns using Google Ads and conducted keyword research, resulting in 10% increase in website visits in five months
- Edited and published company WordPress blog and optimized for SEO using keyword research tools

Ames Group Chicago, Chicago, IL

December 2017 - June 2018

Marketing Intern

- Managed social media platforms and created targeted Facebook ad campaigns using Facebook Ads Manager to market luxury real estate
- Wrote marketing copy for real estate brochures, email marketing, and online and print advertising to increase brand awareness

Skills:

- HTML
- CSS
- JavaScript
- jQuery
- Node.js
- Web APIs
- Digital marketing
- Email Marketing
- Google Ads
- Google Analytics
- Social Media Marketing
- Facebook Ads Manager
- Adobe InDesign