

ALEXA CARDENAS

Copywriter & SEO Strategist

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Copywriter and SEO Professional with digital marketing experience across a wide range of industries. Demonstrated success in driving qualified web traffic with a unique approach that combines creative storytelling and search engine best practices. Highly organized, enthusiastic and results-oriented.

Work History

Oct 2019 –
Current

SEO Strategist

WMX – Miami, FL

Travel, tourism and entertainment advertising agency

- **Primary role:** Develop and execute On-Page and Off-Page SEO projects to boost clients' overall organic performance (based on relevant KPIs)
- **Major achievement:** Deliver clients an ROI up to \$35 for every \$1 invested in SEO
- Conduct keyword research to provide keyword strategies based on the search behavior of relevant audiences
- Lead copywriter of engaging and SEO-friendly copy for meta data, landing pages, blogs, newsletters and additional deliverables
- Perform thorough technical audits and condense findings into a report explaining current standings and opportunities to improve
- Optimize clients' websites and online presence to earn local rankings
- Reputation management across various review channels
- Build insightful SEO reports with actionable recommendations for clients

Jan 2018 –
Oct 2019

Senior Copywriter

Q Link Wireless – Fort Lauderdale, FL

Telecommunications provider of wireless mobile plans and Lifeline

- **Primary role:** Lead Copywriter, editing and approving all web and print marketing deliverables produced by our team
- **Major achievement:** Created the copy guidelines, brand story, website content, and overall marketing strategy for the launch of sister company Hello Mobile
- Copywriter on projects including but not limited to landing pages, purchase funnels, blogs, social media, Help Center and email campaigns
- Developed and executed a reputation management strategy that boosted Google My Business rating 1.5 stars and BBB rating by 2 stars
- Managed multiple tones and messaging styles for different brands
- Worked cross-functionally with design and development teams to produce

May 2016 –
Dec 2017

Web Communications Specialist

SCI Direct – Fort Lauderdale, FL

North America's leading provider of cremation and funeral services

- **Primary role:** Created content marketing strategies for targeted audience personas, segmented by each stage of the consumer journey
- **Major achievement:** Wrote the email series "12 Weeks of Peace", a virtual bereavement guide that increased sales across all funeral homes by up to 23%
- Manager and content creator of all social media channels
- Copywriter of articles, blogs, video scripts, press releases, advertorials and more
- Designed and built the IT and communications infrastructure via Zendesk

Education

2012 – 2016

Bachelor of Science: Digital Media & Communication Studies

Florida State University - Tallahassee, FL

Skills

Search Engine Optimization
Copywriting
Digital Marketing
Reputation Management
Social Media Marketing
Project Management
Public Speaking
Client Pitches

Software

Google Analytics
Google Search Console
SEMRush
Ahrefs
Google My Business
Python
WordPress
Screaming Frog