

# Sally Ford

*Hardworking ... Passionate about Inbound Information Technology ... Eager to Learn*

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## Profile

**Entry-level digital specialist with 2 years of experience, exceptional work ethic, and *Cum Laude* degree in Information Systems Management.** Recognized by co-workers, clients and employers as an enthusiastic and creative contributor who always steps up to take on additional responsibility. **Skilled in social media; some experience with analytics, email marketing, and SEO/SEM.**

See my personal website and blog at [www.sallyford257.com](http://www.sallyford257.com).

## Education

BA in Information Systems and Management with minor in Marketing, Wayne State University, 2017  
3.85 GPA | *Graduated Cum Laude* | *Dean's List* | *Charles & Katherine Hagler Endowed Scholarship in Inbound Technology*

Study in Boston, 2016

## Experience

SAUNDERS, COPCHICK & LEE, Detroit, MI 2015 to Present  
**Internet Specialist / Web Designer (Contract/Consulting)**

Recruited to help grow small legal practice by developing and executing low-budget digital presence campaigns. Accountable for designing messages, creating and managing online ad campaigns (including Google Adwords), and building a positive web presence.

- Increased sales 78% in 6 months by designing partnership's first website, launching a blog, and implementing low-cost SEM campaign.
- Established firm foundation for SEO success by developing keyword-based content plan and editorial calendar.
- Further grew sales by recommending targeted messages aimed at specific demographics.
- Currently setting up email newsletter, social media presence, and simple CRM system in order to improve client/prospect engagement.

XYZ CORPORATION, Washington DC 2014  
**Inbound & Communications Intern**

Joined this manufacturing company immediately following a significant merger and assisted the information systems department through an extremely busy and rapidly changing period. Accountabilities included monitoring AdWords advertising campaigns, assisting with SEO and SEM projects, proofreading online ads and creating banners and other graphics using existing templates.

- Assumed additional responsibilities after two interns were let go at short notice.
- Conducted keyword research for SEO/SEM initiatives, identifying several opportunities to quickly achieve good rankings.
- Cleaned up contact database by removing duplicates and invalid contact information, thus saving money on direct mail campaigns.

## Freelance Work

- Provided freelance web design services to small businesses, helping several organizations establish a successful web presence for the first time (2014 to Present).
- Assisted family business with inbound strategy, creating and executing comprehensive plan to increase leads and drive new sales.

## Technical Skills

MS Office, Photoshop, HTML, CSS, AWeber, Google AdWords, HubSpot Inbound Software, Google Analytics. Mac and Windows.