

Tampa, FL 33613	<b>Chyenne Lettsome</b> LinkedIn: <a href="http://www.linkedin.com/in/chyenne-lettsome">www.linkedin.com/in/chyenne-lettsome</a>	<a href="mailto:chyennelettsome@gmail.com">chyennelettsome@gmail.com</a> (954) 682-5967
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## Education

University of South Florida, Tampa, FL

Degree: Master of Science in Marketing, emphasis on Digital Marketing

December 2020 - May 2022

University of South Florida, Tampa, FL

Degree: Bachelor of Science in Advertising, GPA: 3.84

June 2017 – December 2020

## Study Abroad

- London Study Abroad, focus in Advertising
  - Basic Marketing and Promotion Management

June-July 2018

## Work Experience

**Local Search Coordinator**, Rio SEO, Remote

February 2022 – Present

- Improve ranking and brand visibility by employing local SEO tactics
- Work with search engine providers such as Google,
- Bing, Apple, Facebook, and Yelp to ensure that our clients' data is correct and visible
- Proactively detect data issues, research, and resolve

**SEO Coordinator**, Digital Neighbor – SEO Agency, Tampa, FL

May 2021 – February 2022

- Sent emails to clients about project updates, reports, and deliverables
- Conducted SEO keyword research for client blog posts using Ahrefs
- Created and scheduled monthly social media posts for clients using Buffer
- Created and scheduled monthly Google My Business posts using GMB Commandpad
- Conducted Local SEO using GatherUp to respond and engage with customers through reviews

**Marketing Development Intern**, Raymond James Financial, Saint Petersburg, FL

January 2020 – June 2020

- Completed over 30 projects
- Re-branded documents with company fonts and colors
- Conducted competitive research on social media
- Created Excel Templates

**Account Services Intern**, Zimmerman Advertising, Fort Lauderdale, FL

May 2019 - August 2019

- Created and presented campaign decks
- Created a competitive analysis deck
- Created media plan
- Rotated through agency departments: research & strategy, retail experience, media, and account services

## Extracurricular Activities

**Financial Secretary**, Alpha Kappa Alpha Sorority Inc.

October 2019 – December 2020

- Participated in community service activities
- Kept track of money coming in and out of the chapter

**Member**, Ad Club

August 2017- December 2020

- Completed advertising workshops
- Created an campaigns

## Certifications & Skills

- Certified in Social Media Marketing
- Certified in Google Ads Display
- Certified in Technical SEO
- Proficient in Google Suite (Sheets, Slides, Docs, and Gmail)
- Proficient in Microsoft Word, Power Point, and Excel