

Contact

5/16/2025

Location: Remote
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Services

- **SEO:** Implement keyword research, on-page, and local SEO strategies to boost organic traffic, achieving up to 40% increased visibility
- **PPC Advertising:** Manage Google Ads and social campaigns with A/B testing for 20% higher conversions
- **Content Marketing:** Develop content plans with blog posts and videos to drive engagement
- **Social Media Marketing:** Execute strategies on Instagram and X using Hootsuite, targeting art and lifestyle niches
- **Email Marketing:** Create automated HubSpot/Mailchimp funnels for 30% better retention
- **Analytics & Reporting:** Use Google Analytics and SQL for insights and ROI-focused reports
- **Marketing Automation:** Streamline lead nurturing and CRM with HubSpot for SaaS/e-commerce
- **CRO:** Optimize conversions via A/B testing and UX/UI, quadrupling revenue
- **Influencer & E-commerce:** Partner with influencers and optimize platforms for niche market sales
- **Strategy Consulting:** Build data-driven marketing plans with market research for business growth
- **Emerging Tech:** Apply AI, voice search, and AR/VR for innovative 2025 campaigns

Training

- Google Analytics Certification (2025)
- Google Ads Certification (2025)
- HubSpot Inbound Marketing Certification (2025)
- HubSpot Content Marketing Certification (2025)
- SEMrush SEO Certification (2025)
- Acadium Digital Marketing Certification (2025)
- Data Analytics Training (2019)
- Market Samurai Professional Competency (2016)

Clients

- Connections for Women
- Flagman Telecom
- Beautiful BioSwales
- Portland City Repair Project
- American Center for Sustainability
- Eugene City Repair Project
- InfoStructure, Inc.
- Green Tree

Education

Master of Fine Art , Applied Craft + Design
Focus in Ancient Egyptian Applied Physics
Oregon College of Art + Craft/Pacific NW College of Art
2013-2015

Bachelor of Art, Liberal Studies
Minor in Writing
Oregon State University
1992-1999

JADENE FOURMAN

Professional Summary

Accomplished digital marketer with 16+ years of industry experience, including 7+ years in professional-level keyword research and content optimization, with a proven track record in SEO, SEM, content marketing, analytics, email marketing, blogging and native content, social media, video content production, presenting, and project management. Adept at inbound marketing, including organic SEO, website content, front-end development, CRO, UX, community engagement, copywriting, WordPress, landing page and sales funnel building, and PPC, with a history of delivering successful projects for corporate clients (Flagman Telecom, InfoStructure, etc.) and nonprofit organizations (American Center for Sustainability, Connections for Women, The City Repair Project, etc.) Adept in marketing technologies from AI marketing tools like Perplexity to automation and research technologies like HootSuite, Sprout Social, HubSpot, Ahrefs, Yoast, Slack, Trello, Canva, MailChimp, Systeme.io, ClickFunnels, Asana, Canva, Market Samurai, and SEMrush.

Work Experience

Digital Marketing Manager	Harmonic Artworks	JUL 2014-present	
Freelance Digital Marketer	Connections for Women	APR 2020-2021	
Digital Marketing Manager	Eco-Logic	MAY 2004-DEC 2021	
Freelance Digital Marketer	Flagman Telecom	NOV 2018	16+ years
Marketing Consultant	Beautiful BioSwales	JUL 2018-NOV 2020	2009-2025
Brand Manager	Lucky You	JAN 2017-MAR 2018	
Marketing Consultant	InfoStructure, Inc.	AUG 2017-MAR 2018	
Business Analyst	Green Tree	FEB 2009-JUL 2010	

Technical Skills

Digital Marketing Specializations	SEO, SEM, Content Marketing, Copywriting, Social Media Marketing, Email Marketing, PPC Advertising, Data Analytics, Marketing Automation, CRM, Graphic Design, Video Production, Influencer Marketing, E-commerce Marketing, SaaS Marketing, Local SEO
Technical Skills and Tools	Google Analytics, Google Ads, CMS (WordPress), Marketing Automation (HubSpot, Mailchimp), Social Media Tools (Hootsuite, Buffer), Data Analysis (SQL, Python), A/B Testing, Conversion Rate Optimization, UX/UI Design, E-commerce Platforms, Mobile Marketing, CRM Software (Salesforce, Zoho)
Emerging Technologies	AI and Machine Learning, Voice Search Optimization, AR/VR Marketing, Blockchain, Personalization, Hyper-Targeting
Soft Skills	Creativity, Adaptability, Communication, Collaboration, Time Management, Problem-Solving, Customer-Centric, Leadership, Emotional Intelligence, Continuous Learning, Critical Thinking, Storytelling
Certifications	Google Analytics, Google Ads, HubSpot Inbound Marketing, HubSpot Content Marketing, Facebook Blueprint, Meta Blueprint, SEMrush SEO, Content Marketing Institute, AMA Professional Certified Marketer
Consulting and Strategy	Digital Marketing Strategy, Client Consulting, Market Research, Competitive Analysis, ROI Optimization, Campaign Planning, Performance Reporting, Budget Management, ROI Calculation

Awards

Best Design Firm, Western USA Build Magazine Architecture Awards 2023	Ecological Business Award EcoBiz Pollution Prevention, since 2007
First Place, National Award H.O.P.E.S. Design Competition, 2005	Strength of Proposal Award Pacific Northwest College of Art, \$12K, 2013
Best Design Firm, USA North American Business Awards, 2022	

Portfolio

https://jadenemayla.systeme.io/affordable-digital-marketing-service