



ETHAN MARTINEZ

Web Editor

PROFESSIONAL SUMMARY

Proficient Web Editor with two years of experience in digital content creation and management. Expert in developing engaging articles, optimizing for SEO, and utilizing analytics to enhance audience engagement. Committed to delivering high-quality web content that resonates with users and drives traffic.

WORK EXPERIENCE

Web Editor

Pineapple Enterprises

Mar / 2024-Ongoing

Santa Monica, CA

1. Managed daily operations and maintenance of the company's websites.
2. Oversaw the design, production, and quality control of web-based content.
3. Curated featured stories for the homepage to enhance user engagement.
4. Authored, edited, and proofread all website materials to ensure clarity and quality.
5. Analyzed website statistics to identify trends and optimize content strategy.
6. Developed and implemented SEO strategies to improve search visibility.
7. Led website upgrades using Plone CMS, enhancing functionality and user experience.

WEB EDITOR

Crescent Moon Design

Mar / 2023-Mar / 2024

Portland, OR

1. Utilized HTML, CSS, and SSI to enhance website content and design.
2. Collaborated with subject matter experts to develop informative digital publications.
3. Established and maintained ISO procedures for digital content management.
4. Ensured compliance with Section 508 standards for accessibility in all digital documents.
5. Leveraged analytics data to inform website improvements and content adjustments.
6. Managed email marketing campaigns using third-party systems to engage subscribers.

EDUCATION

Bachelor of Arts in Communication

University of California

Mar / 2022-Mar / 2023

Chicago, IL

Focused on digital media and content creation, emphasizing online publishing and audience engagement strategies.

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SKILLS

User Feedback Analysis

Website Maintenance

Online Community Management

Content Auditing

Cross-functional Collaboration

Content Lifecycle Management

INTERESTS

Scuba Diving

E-sports

Reading Fiction

Puzzle Solving

STRENGTHS

Stewardship

Teamwork

Tenacity

Vision

LANGUAGES



English



Dutch



Russian

ACHIEVEMENTS

Increased website traffic by 30% through targeted SEO strategies.

Successfully managed the editorial calendar, ensuring timely content delivery.