

# PRISCILLA BEE

## Digital Marketing Consultant

[beeprisc@gmail.com](mailto:beeprisc@gmail.com)

Green Card holder | New York, NY

646-552-7753

[Linkedin](#) | [Portfolio](#)

**PROFILE:** Experienced in creating and implementing digital marketing strategies with a multi-channel approach (website, SEO, social media, and social media marketing) to drive brand visibility and growth. Committed, teach savvy and creative. Looking for new projects or a hybrid/remote entry-level position in Digital Marketing.

### CORE CAPABILITIES

- Digital strategy
- Website design | UX-UI
- Content creation
- SEO
- Content marketing
- Photo and video editing
- Social media
- Paid Social Ads
- Photography

**Software:** WordPress, DIVI, WIX, Milanote, Miro, Yoast SEO, Meta, Instagram, Adobe Lightroom, and Constant Contact.

**Languages:** fluent in French and English.

### EXPERIENCE

**Stabilized Pictures**, Remote from New York (company based in Paris) 2020 – Present

#### Digital Marketing Director

Collaborating on the business development and responsible for creating and implementing the digital marketing strategy including website, SEO, social media, and paid social media ads.

#### Website & SEO

- Designed a responsive and user-friendly website with WordPress and DIVI.
- Writing and updating website content.
- Creating and implementing an SEO strategy: researched and added keywords, optimized page content, title tags, meta descriptions, headings, content formatting, SEO images, and other multimedia elements. Setting up Google tools (Google Marketing Platform, Google Search Console, Google Analytics, and Google Business Profile).

**Social Media:** Creating and implementing the Instagram strategy, designing Instagram posts, and handling the account.

**Paid Social Ads:** Creating social media ads (Instagram, Facebook, and Search Ads 360).

**Marianne's Alpha Kappa**, New York, NY 2021 – 2022

#### Freelance Digital Marketing Consultant

- Designed a responsive and user-friendly multilingual E-Commerce website with WIX.
- Created and implemented an SEO strategy that generated new leads and conversions.

**Freelance Projects | Volunteering Projects**, New York, NY 2012 – 2023

**PhotoUno LLC**, New York, NY 2017 – 2018

#### Digital Marketing Associate

- Created, implemented, and optimized paid ad campaigns for Facebook and Instagram: Content and visual creation | Keyword sourcing | A/B testing
- Created and implemented an SEO strategy and optimized website content.

**Patricia Burmicky Photography**, New York, NY 2016 – 2018

#### Digital Marketing Associate | Photographer Assistant

- Generated new clients and sales by broadening audience reach.
- Created and implemented marketing strategies to increase brand awareness and to launch new products.
- Assisted photographer on photo shoots and post-edited photos with Adobe Lightroom.

**West 50s Neighborhood Association, Digital Marketing Consultant**, New York, NY 2015 – 2017

**Chief Executive Air, Private Jet Charter-Broker**, New York, NY 2010 – 2011

**Swissport Executive Aviation, Operations Assistant**, Nice, France 2007 – 2009

### EDUCATION

**Google Digital Garage Certification** (SEO, Google Analytics, Google Ads, and social media), 2023

**Digital Marketing Certificate**, Noble Desktop, NY, 2019

**Marketing Certificate** (Advertising management), 2014 | **Communication Skills Certificate**, 2013 – **NYU** (New York University)

**Bachelor of Arts Degree**, NICE SOPHIA ANTIPOLIS UNIVERSITY (now Université Cote d'Azur), Modern Languages (English and Spanish) and Business Administration, 2009.

**INTERESTS:** Photography; hiking; climbing; International Travel and USA (26 states).