

Caden Fangmeier

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Digital Marketing Specialist

Results-driven digital marketing graduate seeking a challenging role to leverage solid education and relevant skillset and help drive organizational effectiveness. Ability to develop and launch robust online marketing campaigns that drive awareness and generate revenue. Supported all phases of social media project, google ads project, and SEO project. Collaborative team member committed to working with cross-functional teams and clients to bring projects from the initial design stages through completion.

AREAS OF EXPERTISE: Digital Marketing Coordination • Digital Strategy • Paid Media • SEO Marketing • Social Media Time Management • Cross-Functional Collaboration • Team Leadership • Problem Solving • Customer Service

TECHNICAL SKILLS: MS Office Suite • Google Suite • Ahrefs • Google Analytics • Google Search Console • Screaming Frog

Education & Professional Development

Bachelor of Business Administration (BBA) • Marketing: Focus in Digital Marketing

UNIVERSITY OF WISCONSIN-WHITEWATER, Whitewater, WI, May 2023, 3.56 GPA

Relevant Courses: Social Media & Content Marketing • Advanced Digital Marketing • Intro to Digital Marketing • Introduction to Business Analytics • Marketing Analytics and AI • Marketing Management and Policies • Marketing Research

Certifications through Google Skillshop • Google Ads Search Certification • Google Ads Measurement Certification • Google Analytics Certification

Professional Experience

ABOVE THE BAR MARKETING LLC – Madison, WI

Sept 2024 to Present

SEO Associate

Assisted 30+ law firm clients by executing keyword research, optimized content, data analysis, technical SEO, off-page SEO, and utilizing SEO tools such as SEMRush, Ahrefs, Screaming Frog, WordPress, and Google products.

- Assisted with finding keywords and potential content for lead generation pages for law firms
- Analyzed data through SEO tools to see website performance in Google's search rankings
- Experience with website-relevant SEO HTML code

ABOVE THE BAR MARKETING LLC – Madison, WI

May 2024 to Sept 2024

Digital Marketing Intern

Assisted the SEO team by executing keyword research, optimized content, data analysis, technical SEO, off-page SEO, and utilizing SEO tools such as SEMRush, Ahrefs, Screaming Frog, WordPress, and Google products.

- Assisted with finding keywords and potential content for lead generation pages for law firms
- Analyzed data through SEO tools to see website performance in Google's search rankings

Projects

Digital Essay: Digital Marketing Audit & Strategic Plan: Analysis of Search Engine Optimization

- Conducted an analysis of the focal brand (Adidas); conducted an analysis of competitors (Nike),
- Made valuable recommendations to both brands to improve SEO

Developed marketing plan for Rex's Innkeeper Restaurant, Bar, and Banquet Facility that included

- Situational analysis, company analysis, competitor analysis, customer analysis, SWOT analysis, segmenting/targeting/positioning, marketing strategies, product strategy, pricing strategy, and distribution strategy

Have also completed a Social Media project, SQL project, Google Ads project, Data Mining project, and AI project through University of Wisconsin-Whitewater