

Racheal Stewart

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RELEVANT EXPERIENCE

Digital Marketing Specialist (Paid Media & PPC),

Great Day Improvements

Oct 2022 to Present

- Develop and optimize paid media campaigns across Google Ads, Microsoft Ads, and Meta platforms to support lead generation and customer acquisition goals.
- Execute keyword research, audience targeting, ad copy development, and bid optimization strategies to improve campaign efficiency and ad relevance.
- Analyze campaign performance data to identify optimization opportunities, monitor trends, and improve overall marketing effectiveness.
- Lead the Digital Marketing team by training members on strategies to enhance conversion rate, created processes to reduce task time by ~75%, and proactively resolved account issues to ensure campaign success.
- Continuously enhanced industry knowledge by obtaining relevant certifications, completing courses, and staying up-to-date with trends through regular reading of industry blogs.
- Collaborate with internal teams to align paid media strategy with broader marketing objectives, seasonal trends, and growth targets.
- Scale monthly paid media spend from ~\$350,000 to over \$700,000 while maintaining stable cost per lead.
- Reduced CPA, on average, by ~5% through bid strategy, keyword refinement, and creative testing
- Increased CTR by ~10% across core campaigns by improving ad relevance and messaging.

Marketing Coordinator, Keller Williams Jacksonville

Feb 2020 to Oct 2022

- Designed branded social media graphics and marketing materials to support agent marketing and office initiatives.
- Managed and executed social media content, contributing to a 1,000% increase in engagement within six months.
- Maintained brand consistency across digital assets, presentations, and promotional materials.
- Assisted with content planning, posting schedules, and engagement tracking across social platforms.
- Supported marketing operations by organizing assets, calendars, and basic performance reporting.

EDUCATION

Master of Business Administration

with a concentration in Marketing

University of North Florida

Fall 2020 - Fall 2022

Jacksonville, FL

Bachelor of Business Administration

Majored in Business Management, Minor in Marketing

University of North Florida

Fall 2017 - Spring 2019

Jacksonville, FL

ADDITIONAL SKILLS

- Google Ads, Microsoft Ads, Meta Ads Manager, SA360, Google Analytics, SEMrush, Looker Studio, Canva

CERTIFICATIONS

- Google Ads Certification
- Google Analytics Certification