

Natalia Anani

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Summary of skills and qualifications

SEO Strategies • Web-site Revitalization • Web Design & Development • User Experience Improvement • Web Production Processes • Internet Marketing Analysis • Social Media Marketing • Email Marketing • E-Commerce • Lead Tracking and Generation • Revenue Management and Analysis • Blog Development • Google Analytics

Platforms: WordPress, Adobe CQ5, Eloqua

Applications: Adobe CS6 Master Collection (Illustrator, Photoshop, InDesign, Fireworks, Dreamweaver, LogicPro, After Effects)

Languages: CSS/HTML, HTML5, basic JavaScript, jQuery

SEO: Google Analytics, Google AdSense, TrackThatStat, Omniture

Email Marketing: Brightmoon, Cheetah Mail, Benchmark, Eloqua, ExactTarget(SalesForce)

Travel Industry: MARSHA, Fidelio, Opera, Holidex, Delphi, SalesPro, Envision, OnQ, eFLEX

Education/Training/Certifications

Master of Fine Arts in New Media and Web Development Academy of Art in San Francisco, 2013

BBA in General Management University of New Mexico, 2004

Adobe CQ5 Authoring, April 2013

MECLABS Email Marketing Certification , February 2014

Major Assignments

Web Designer/Developer/E-Systems Consultant (San Francisco, CA)

Wells Fargo Bank, Digital Marketing Group, August 2013 – up to date

Work with Wholesale Branches and B2B marketing platforms

- Build email templates (hardcode html/css) and campaigns, visual design, new layout (ai, ps)

Complex project development:

- Build webinars, survey greeting cards, newsletters, secondary project websites, conference micro-sites in Eloqua -
- Hardcode html/css/js; handle layout solutions, UX on micro-sites, provide heavy content solutions, adhere to brand standards
- Develop digital marketing campaigns from A- Z and measure results
- Provide reporting and measurable results of the campaigns to Lines of Business using Eloqua Insights and Google Analytics
- Collaborate across functioning departments including creative print, project management, business management, marketing, web content developers and PR.

Special projects:

- Placed in charge of developing Global Marketing Campaign Assets for B2B in 2014 and 2015, lead generating advertising landing pages. LOBs include International, Securities, Capital Finance and Insurance.
- 2015 and 2016 National Campaign Launch – Design/Development/Deployment

SEO E-Strategist/Web Developer (Santa Clara, CA)

Milestone Internet Marketing, June 2012 – May 2013

Lead the team of account managers in maintaining Adobe CQ5 CMS websites and developing SEO strategies for a portfolio of nearly 200 Full Service Hyatt Hotels and Resorts. Work with content editing and optimization, Natural Search Referrals, Social Media, Mobile and Local channels to ensure a healthy and productive website with significant ROI conversion rates.

Project: Web-site Production

- Full scope of web development from wire frames and content generation, to final live site for the product
- Close collaboration with design and programming teams, idea and layout implementation
- Customized content review and recommendations based on KWR for sales and marketing collateral
- Final QA of the live site production

Project: Web Promotion

- Developing scalable, natural search campaign capabilities through keyword research, competitive benchmarking, and reporting
- Represent each brand and follow brand regulations in marketing campaigns
- Optimizing site architecture, URL structures, title tags, header tags, and copy for maximized indexing and keyword relevancy
 - Utilizing and performing high value off-page linking tactics for hospitality industry clients (hotels, resorts, bars, restaurants) in related directories, listings and citations.
- Writing SEO editorial copy to describe client products and services, developing blog topics
- Monthly and Quarterly SEO reporting and analysis, as well as ongoing monitoring of client
- Quarterly review of ad groups on PPC campaigns and CTR analysis
- Developing link building strategies that leverage blogs, social networks, high authority websites, user generated content, and PR to drive qualified traffic.

E-Sales Group Lead Manager (Albuquerque, NM)

Hyatt Regency Tamaya Resort and Spa – August 2010 - May 2012

- On-site liaison for any e-commerce and electronic RFP processes. Source of all leads tracking, distribution and generation at the Resort (Internet New Media, Social Media, Online Lead - Generators and Group Sales)
- Responsible for driving the sales team to achieve quarterly and annual goals
- Tracking and researching on-line business opportunities and prospecting Business and Market analysis (horizontal and vertical), deployment consulting
- Lead source analysis (logistical and analytical team support)
- Evaluation of revenue venues for group and transient business

Sales – Business Transient and Corporate Group Sales Manager (Washington DC Area)

The Legacy Hotel, Interstate Hotels and Resorts – September 2008 - July 2009

- Set up and management of online travel agents such as Expedia, Priceline Use Travel Click reports to analyze reservation flow and revenue Developed new accounts and contract group business at the hotel Successfully planned and executed VIP and Special Events at the hotel

Meeting Center Manager

Thayer Lodging Group – August 2004 – July 2008

- Member of new hotel openings Task Force Team, specializing in supervision of conference center construction completing and adherence to design, staff training, conference planning, and passing initial IACC Audit for the EMC (Executive Meeting Center).

Hotel locations

2004 - 2006 Initial Training - Crowne Plaza Hotel and EMC, Austin, TX;
2006 Conference Planning- Wyndham Miami Airport, Miami FL;
2006 Conference Management- Wyndham Peachtree and EMC, Peachtree, GA;
2006 - 2008 EMC Manager- Doubletree Hotel and EMC, Bethesda, MD

Front Desk and Inventory Management (Albuquerque, NM)

Marriott Pyramid Hotel – July 2001- June 2004

- Manage front desk hotel operations and staff during the shift - Maintain inventory and forecast to maximize revenue of the hotel Work with groups to organize their stay at the hotel