



Eliza Mertz

Contact

Dublin, Ohio

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(937) 489-3068

Skills

- WordPress
- HubSpot
- Google Search Ads
- Social Media Campaigns
- Figma
- InDesign
- Photoshop
- HTML
- CSS

Education

2019-2022

Bowling Green State University

Bachelor of Science in Technology Majoring in
Visual Communications Technology

Work Experience

**June 2023 -
Sept 2024**

McCracken Consulting, LLC

- Managed paid & organic social media campaigns increasing brand engagement.
- Optimized site speed, improved SEO, and analyzed data from Google Analytics 4.
- Redesigned client site increasing orders by 160 percent in the first 90 days.
- Created email campaigns sent to over 60,000 recipients.

**Mar 2022 -
June 2023**

American Motorcyclist Association

- Managed five WordPress sites with a combined total of over 800 pages.
- Prototyped and implemented new theme layouts for out of date sites.
- Assisted with social media and creating new social media strategies.

**Jan 2021 -
April 2022**

**Bowling Green State University
Website Development Team**

- Created and updated over 400 pages for bgsu.edu using Adobe Experience Manager.
- Created over 100 emails sent out to students, staff and faculty.
- Designed campus wide digital signage.

Certifications

Advertising with Meta Certification- Facebook 2024

Google Search Ads Certification - Google 2024

References

Stacie McCracken

Founder & CEO

McCracken Consulting LLC

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