

Keri Marable

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Digital marketing and communications professional with hands-on experience in SEO, website development, digital content strategy, and public relations. Skilled in optimizing website performance, improving search visibility, and creating engaging digital content across web and social platforms. Experience supporting marketing campaigns, managing website content, and using analytics tools to inform marketing decisions.

SKILLS & AREAS OF EXPERTISE

Areas of Expertise: Marketing, Public Relations, Copywriting, Journalism, Social Media Management, Photography, Videography, Event Planning, E-Commerce, Digital & Web Design

Technical: Microsoft 365, Google Workspace, Canva, Adobe Creative Suite, Final Cut Pro, Google Analytics, Content Management Systems, Customer Relationship Management Systems, Figma, Breakdance, Hootsuite, Constant Contact, Mailchimp, CapCut, Generative AI (ChatGPT, Copilot, Gemini), Prompt Engineering, HTML/CSS/Javascript

WORK EXPERIENCE

Phenom - Philadelphia, PA 02/2026 - Present

Data Insights Intern

- Utilize SQL, Looker, and Phenom Report Builder to define KPIs, build/prototype reports, and generate actionable analytics to support marketing and product teams with tracking user engagement and marketing performance.
- Apply reporting fundamentals and data storytelling techniques to identify trends and opportunities that inform marketing strategies, analyze use cases, create executive-ready dashboards, and deliver insight presentations.

Hopeworks - Philadelphia, PA 11/2025 – 02/2026

Website Development Associate

- Designed and developed WordPress websites using HTML, CSS, and UX/UI principles to improve user experience and website functionality.
- Troubleshooted front-end website issues and implemented improvements to enhance performance.

SEOLocale - Montgomeryville, PA 06/2025 - 08/2025

SEO Specialist

- Increased organic website traffic by 25–40% within 2 months through targeted keyword optimization, on-page SEO updates, and improved content structure.
- Optimized website content, metadata, and on-page elements, resulting in a 25% increase in search visibility.

Kangaru Toys - Washington Crossing, PA 08/2024 - 10/2024

International Account Manager

- Conducted in-depth analysis of CRM platforms (including Zoho), e-commerce tools, and digital marketing strategies to identify scalable solutions supporting international market expansion and revenue growth.
- Collaborated cross-functionally to develop and execute internal marketing campaigns and brand communications, enhancing client engagement and strengthening global brand positioning.

IPPC Technologies - West Chester, PA 06/2021 - 01/2023

Communication and Outreach Coordinator

- Developed strategies to increase stakeholder engagement with 15–25% increase in response rates.
- Managed internal and external communications, including newsletters, email campaigns, and announcements.

EDUCATION

La Salle University - Philadelphia, PA
Bachelor of Arts in Communication

RECOGNITIONS

Anne Sceia Klein Professional Promise Award - Public Relations Society of America

Dec 2022