Courtney Ahroon

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Education

Major in Computer Programming   March. 2022
Brigham Young University–Idaho   Rexburg, Idaho, U.S.A.

- Learn and apply new technology and techniques
- Use Python, HTML, CSS, Java, and JavaScript
- Convert software requirement into code
- Understand principles of programming and design
- Apply strong design and problem-solving skills
- Strong communication and interpersonal skills

PathwayConnect Certificate   Jul. 2016
BYU–Pathway Worldwide   U.S.A.

- English language speaking & writing
- Online teamwork & collaboration
- Leadership & time management
- Decision making & problem solving
- Mathematical reasoning
- Effective communication

Experience

Marketing and Office Manager   Mar. 2020 – Present
Utah Therapy Works   Orem, Utah, U.S.A

- Managed and created video content for Instagram Stories, live streaming, and YouTube channel
- Answered questions and comments of social media following
- Controlled all web content marketing opportunities, including SEO content, and the design and launch of a new website resulting in an increase weekly search traffic
- Implemented online reputation management resulting in an increase paid weekly appointments with new and current clients

Content Marketing Manager   Aug. 2019 – Nov. 2020
Innovation Exchange   Pleasant Grove, Utah, U.S.A

- Developed and executed content optimization campaigns for clients
- Created and managed social media content for in-house brands
- Performed SEO Keyword Research, Content optimization, and targeted link-building for various clients, resulting in a monthly traffic increase and monthly keyword footprint increase
- Trained and supervised a team of writers and produced SEO-optimized content for internal and client websites
- Taught coworkers and new employees on SEO content research and briefing

Skills

- Clearly and effectively articulate thoughts and express ideas in writing and in speaking
- Adapt quickly and effectively to new and emerging technologies
- Advanced knowledge in Photography and Video Production
- Obtain, interpret, and use knowledge, facts, and data for reasoning and analyzing
- Graphic Design and Adobe Creative Suite
- Advanced knowledge in strategic web content and social media curation and management