

Lana Kephart
118 Dewey St
Mill Hall, PA 17751
(570) 295-7377
lana.kephart@gmail.com
linkedin.com/in/lanakephart/

Summary

In both a work and personal environment I am comfortable jumping in, learning by doing, and driving myself to take what I am given and improve it. With ten years in public speaking, several more in customer service and help desk situations I always examine problems from several points of view, then work to translate that issue into a solution. My strong enthusiasm and adept comprehension allow me to transition from social media and website analytics to marketing and advertising with few hurdles. A firm knowledge of current web development and marketing practices make me adept at developing a strategy, and modifying that strategy based on information gathered.

Skills and Proficiencies

- HTML5
- CSS
- SEO
- Google Analytics
- Google AdWords
- Web Design
- Website Development
- Social Media Research
- Marketing
- Advertising
- Social Media Analytics
- JavaScript
- PHP
- WordPress
- Mobile OS
- Mac OS
- Windows OS
- Digital Photography
- Copy-writing
- Customer Service
- Adobe Creative Suite
- Microsoft Office Suite

Education

Pennsylvania College of Technology
2017 (expected) - Bachelor's of Science Degree in Web and Interactive Media
2010 - Associate of Applied Arts Degree in Advertising Art

Accomplishments

- Achieved Google AdWords Certification
- Penn College Awesome Woman Exemplar nomination
- Recreated a training manual, which I then used to train new hires.
- Was the main contact for several of the company's high profile clients.
- Initiated and updated the guide for an internal content management program; which I then presented to all of the departmental heads of that division. Increased the company's Facebook page reach over 200% (average organic reach went from 90 to 300 per post) in six months.

Employment

Intrada Technologies Web Developer - April 2016 to Jan 2017

During my time with Intrada Technologies I assisted with the development of new websites, management of client social media accounts and website SEO. Additionally I monitored the Google Analytics and AdWords accounts for those same clients and produced monthly reports based on data gathered.

Brodart Copywriter - February 2015 to September 2015

Copy-writing encompasses more than the act of writing itself, it is a job that requires you to examine a block of text, tear it down to its basic parts and rebuild it, hopefully better. I do my best to write cohesive and comprehensive copy. Whether it is my own writing, a co-workers, an interdepartmental news bulletin, or a e-mail for a vendor. I also assisted in the creative and analytical process of the yearly catalog creation, website maintenance and social media management. These tasks offered a change of pace and allowed me to have a deeper comprehension of our product selection in addition to gaining knowledge of how our e-commerce site functions.

Brodart Customer Service Representative - May 2011 to February 2015

Bridged the gap between Brodart's Customer Service and Web Department. As Customer Service I took calls, tended to the orders and questions of my clients and worked with the other Representatives to ensure customer satisfaction. Assisted our customers to navigate our site, set up accounts, find products, and informed the Web Department of errors found on the site.