

Peter Stanly

Web Administrator



About Me

Experienced Website Administrator proficient in CMS like WordPress, page builders like Elementor with a strong background in E-Commerce, content development, SEO optimization, Graphic design and digital marketing. Skilled in crafting and executing targeted email marketing campaigns and utilizing analytics to inform data-driven decisions.

Experience

Web-Presence & Digital Marketing Consultant

Freelance. | 2010 – Current

- Built and maintained, Optimized websites and Social Media accounts as a webmaster and webhosting service provider.
- Tailored robust data collection templates for client specific goals that improved their online exposure and revenue.
- Collaborated with internal marketing teams to analyze the
- market strategies and social media campaigns

E-commerce Platform Admin + Digital Marketing Manager

Good Deals, Plano | 2018 – 2021

- Developed and managed systems to run the e-commerce website platform smoothly.
- Integrated central product-listing management Solutions to connect the start-up's

Education

Bachelor's in Visual Communication with a minor in Post Production

Barathiyar University, India
August 2010 – May 2013

Bachelor's in Counseling with a minor in Media Operations

CFNI, Texas
August 2014 – May 2017

- e-commerce platform with Amazon, E-bay, Facebook Marketplace thus increasing efficiency.
- Implemented Digital Marketing campaigns to increase brand awareness and market reach.
- Built Customer acquisition web funnels to Analyse and strategize marketing strategies.
- Worked with Photoshop and other graphic design softwares to create product listings on the website.
- Regularly audited and improved SEO, SEM with tools such as Google analytics, Google search console.

Valet Supervisor

State Parking Services - Magnolia Hotels
2015 - 2018

- Acted as the first point of contact for hotel guests, providing personalized assistance.
- Assisted guests with travel and dining plans, resolving issues to their satisfaction.
- Ensured a positive work environment for team members.

Skills

Web Design

HTML, CSS, Java Script
Elementor, WordPress
WooCommerce, Shopify
Content Management System
User Experience Design & UI
Figma, Typography
Responsive Design

Graphic Design

Adobe Photoshop
Adobe Creative Suite
Color Theory, Photo Editing

Digital Marketing

SEO, SEM, SMO
Google Ads & Analytics
Content Writing
Social Media Marketing
Social Media Analytics
Email marketing
Lead Collection
Artificial Intelligence Tools

Website Management

GitHub
Server Management
Hosting Management
Website Analytics
Website Auditing
Conversion Rate Optimization
Ecommerce Platforms Management

Soft Skills

Adaptability, Teamwork, Creativity,
Attention to Detail, Conflict Resolution,
Critical Thinking, Customer Service.