



Phone: 845-709-2654

Email: CariSkierDesign@gmail.com

Portfolio: <https://cariskier.com>

SUMMARY

Digital marketing strategist and content creator with experience developing SEO-informed content, conducting keyword research, creating digital campaigns, and optimizing audience experiences. Skilled in content strategy, brand storytelling, website content development, and digital asset creation. Experienced using tools such as SEMrush, Canva, Adobe Creative Suite, and analytics platforms to improve engagement and support business goals. Combines expertise in user experience, learning psychology, and creative communication to develop meaningful digital experiences that connect with audiences.

CORE SKILLS

- SEO Strategy & Keyword Research
- Content Strategy & Optimization
- Audience Research & Search Intent
- Website Content Development
- eLearning Development
- Digital Analytics & Performance Improvement
- Digital Marketing Campaigns
- Google & Facebook Advertising (Foundational)
- AI-Assisted Content Strategy
- Graphic Design

PROFESSIONAL EXPERIENCE

FOUNDER & DIGITAL MARKETING STRATEGIST

Creative Tools for Wellness 2019-present

Digital Brand Strategy | Content Development | Customer Experience

- Developed and executed digital content strategies to increase audience engagement and support business growth.
- Created website content, email campaigns, social media content, promotional materials, and digital resources aligned with brand goals.
- Conducted audience research and keyword analysis to improve messaging, content relevance, and online visibility.
- Managed digital campaigns across email, social media, and online platforms to attract and nurture customers.
- Used analytics, engagement feedback, and customer insights to refine content strategies and improve user experience.
- Designed visual marketing assets using Canva and Adobe Creative Suite.

Instructional Designer & Digital Content Developer

St. Dominic's School | 2018–Present

- Developed user-centered digital content experiences based on audience research, engagement goals, and measurable outcomes.
- Created multimedia content including videos, interactive experiences, and digital resources to increase engagement and information retention.
- Applied content organization, user experience principles, and accessibility standards to improve digital experiences.
- Analyzed audience needs and feedback to optimize content effectiveness.

Graphic Designer & Creative Professional

Freelance / Independent Projects

- Created original visual content, branding materials, marketing collateral, and digital assets for creative and wellness-focused businesses.
- Applied design principles, storytelling techniques, and audience psychology to create visually compelling communications.
- Managed creative projects from concept development through final production.

Digital Marketing Skills

- SEO Strategy & Keyword Research
- Content Strategy & Optimization
- Audience Research & Search Intent
- Website Content Development
- Digital Analytics & Performance Improvement
- Digital Marketing Campaigns

Published Author

Royal Fireworks Publishing

- Authored four early-elementary Spanish instructional books using standards-aligned curriculum design and multimodal learning strategies.
- Developed instructional materials, learning activities, and facilitator resources that supported vocabulary acquisition.
- Designed adaptable learning content for classroom and independent learning environments.

Education

- College of New Rochelle - MS. Ed., Education
- Rutgers University - BFA, Graphic Design
- SUNY Orange - AAS, Occupational Therapy Assistant