

Yvonne Harbison

Senior Digital Content Strategist | SEO & AI Implementation Specialist (MFA)

3088 Malt Ln Chico, CA 95928

yharbison.seocopy@gmail.com

+1 530 592 9017

Professional Summary

Dynamic professional with 10+ years of experience merging digital marketing expertise with strong customer support skills. Proven in managing multi-channel communications, including social media and email newsletters, while providing technical guidance and ensuring clear, empathetic interactions. Adept at collaborating cross-functionally to deliver exceptional service in tech-driven environments.

Authorized to work in the US for any employer

Work Experience

Digital Marketing & Content Specialist

Beavercreek Marketing-Grand Island, NE

October 2023 to Present

- Led customer communication strategies, providing instructional support and technical guidance for web app and content development.
- Managed social media engagement and content scheduling, ensuring consistent brand voice and timely responses to audience interactions.
- Developed and distributed email newsletters and digital campaigns, focusing on lesser technical audiences and clear, accessible messaging.
- Collaborated with cross-functional teams to deliver high-quality customer experiences across email, social media, and web platforms.

Independent Content & Design Specialist

yvonneharbison.com

January 1999 to Present

- Delivered digital design and editorial services, enhancing client communication through web, email, and social media channels.
- Created SEO-focused content and managed social media presence to improve local search and customer engagement.
- Supported clients with technical troubleshooting and guidance for website and content management systems.

Content Copywriter & Lead SEO Editor

Build.com-Chico, CA

August 2017 to February 2023

- Managed content tracking and performance analytics, using customer feedback to improve communication and digital experience.
- Conducted technical and content audits, supporting user experience and addressing customer inquiries across multiple e-commerce platforms.
- Led cross-functional teams to deliver cohesive messaging through social media, email, and web content for a nationwide audience.

Receptionist, Data Entry clerk

Western Woods, Inc-Chico, CA

October 2012 to August 2016

- Provided customer service and support via multi-line phones and email for accounting and sales departments.
- Handled accounts payable, receivable, invoicing, and maintained clear communication with internal and external stakeholders.
- Managed office correspondence, filing, and daily operations to ensure efficient workflow.

Temporary Office Assistant Assignments

Rush Personnel-Chico, CA

2007 to 2013

- Completed various temporary assignments involving customer service, reception, and data entry for multiple organizations.
- Supported office teams with administrative tasks, phone and email communication, and document management.

Education

Creative Writing (Master of Fine Arts (MFA))

Full Sail University

2013

English (Bachelor of Arts (BA))

California State University-Chico, CA

2010 to 2012

Social and Behavioral Studies (Associate)

Butte College-Chico, CA

2001 to 2004

Liberal Arts (Associates)

Butte Community College-Chico, CA

2001 to 2004

Skills

Customer support **Phone communication skills** **Email marketing** **Social media management** **Newsletter campaigns** **Written communication** **Content editing** **Technical proficiency** **Website management** **Content scheduling** **Adobe Creative Suite** **Microsoft Office Suite** **WordPress** **Canva** **Content Creation**

Languages

- English

Links

<http://www.yvonneharbison.com>

<https://www.linkedin.com/in/yvonne-harbison/>

Certifications and Licenses

Social Media Marketing

July 2021 to Present

Certification from the Association of National Advertisers.

Integrated Marketing in the Digital Age

July 2021 to Present

Certification from the Association of National Advertisers.

Content Marketing

July 2021 to Present

Certification from the Association of National Advertisers. Covered the foundations and best practices of Content Marketing, including articles, blogs, catalogs, social media, and email campaigns.

The Strategy of Content Marketing

June 2021 to Present

Certification through an online non-credit course authorized by University of California, Davis and offered through Coursera.

Creative Copywriting

June 2021 to Present

Certification from the Association of National Advertisers.

Advanced Email Marketing

June 2021 to Present

Certification from the Association of National Advertisers.

Advanced Content and Social Tactics to Optimize SEO

May 2021 to Present

Certification through an online non-credit course authorized by University of California, Davis and offered through Coursera.

SEO I & II

February 2023 to February 2024

Hubspot Academy certification in SEO best practices to optimize websites to perform well in search engines.

Curriculum completed:

- SEO Basics
- On Page and Technical SEO
- Keyword Research for SEO

- Link Building for SEO: Scaling Your Backlink Strategy
- Optimizing Your Website for Rich Results
- SEO Reporting
- Google Page Experience and Core Web Vitals
- Improving Your Technical SEO
- SEO For Website Migrations
- SEO Performance Analytics

Driver's License