



# AUORE KELLER

Digital Marketing Assistant

Driving licence

## PROFILE

Dynamic, pragmatic and organized, I develop my passion for SEO and web writing since 2015.

I wish to improve myself in pushing my own limits.

## CONTACT INFORMATION

+336 45 58 11 43

5A, rue du Fossé  
68720 FLAXLANDEN

kelleraurore68@laposte.net

## SOCIAL NETWORKS

Twitter : @AuroreKELLER

Linkedin :  
<https://www.linkedin.com/in/aurorekeller/>



## EXPERIENCES

### SEO CONSULTANT

Bubendorff S.A.S. - Marketing Service | Sept. 2017 - Aug. 2018

Websites I work on: Bubendorff.com, Solar.bubendorff.com, Linea.fr.

**Visibility Audit, Semantic Audit, traffic tracking and reporting**, review of a partnership with a newsgroup, **writing** pages, articles (products, FAQ, news) and metadata, **competitive intelligence, e-reputation**, creation of a project concerning the **development of Bubendorff on social networks, SEO recommendations**.

### WEB WRITER

My-Mulhouse.fr, Redactio | Sept. 2015 - Today

**Writing articles** devoted to the valorization of the city of Mulhouse (concerts, ballets, cultural visits, circuses, exhibitions, etc.)

**+ An experience in the associative, cultural and hospital environment: organization and management of events (outings, meetings, etc.)**

## EDUCATION

### BACHELOR'S DEGREE IN SEO AND WEB WRITING

Technological University Institute of Mulhouse | Sept. 2017 - Sept. 2018

Recognized license in the sector with a large professional network.

### MASTER'S DEGREE IN MANAGEMENT ET ANIMATION OF CULTURAL HERITAGE

University of Haute-Alsace | Sept. 2012 - Sept. 2014

### BACHELOR'S DEGREE IN HISTORY

University of Haute-Alsace | Sept. 2009 - Sept. 2012

## INTERETS



Web



Reading



Traveling



Cultural Visits



Climbing, Via Ferrata



## EXPERTISE

- Web writing
- Traffic tracking
- SEO recommendations
- Adwords campaign tracking
- Social Networks Management
- Project and Event Management
- Visibility Audit, Semantic Audit
- Competitive intelligence
- E-reputation



## TOOLS

- PC, MAC
- Microsoft Word, Excel, Power Point
- CMS : **Wordpress**
- AnswerThePublic, Übersuggest, etc.
- **Google Analytics, Data Studio, Adwords / Ads**
- **Yooda Insights, Semrush, Majestic SEO**
- **Crawler : Screaming Frog**
- Inoreader, Google Alerts, Digimind
- Canva, Adobe Illustrator
- AND ESPECIALLY



## CERTIFICATIONS

- **Fundamental Digital Marketing Certificate** - Google Digital Active (2017)
- **Google Analytics Individual Qualification** (2018)
- **Adwords Certificate** (currently being acquired)



## LANGUAGES

- **French** : Mother tongue
- **English** : B1
- **German** : A2.3