

# Emma Sweetnam

## WEB DEVELOPER

esweetnam6@gmail.com  
647-996-4778  
linkedin.com/in/emma-sweetnam-b70353135  
github.com/emmasweet

-

I am working to continue growing my company with the goal of fostering a more honest & client savvy space in the digital marketing community. By bringing together my skills as a web developer, and my past experience in SEO and SEM I am uniquely positioned to build with a growth marketing strategy in mind. I can ensure all pieces come together well to reach company goals.

## EXPERIENCE

---

### Co-Founder | TwoBite Digital Inc.

FEB 2018 - PRESENT, TORONTO, ON

- Co-founded a boutique digital marketing agency, specializing in hyper growth organizations, that is growing at 40% - 60% YoY.
- Clients ranging from small businesses to fortune 500 companies.
- Manage a team of 9 people.
- Manage an ad portfolio of over \$15 million that generates over \$100 million in revenue.

### SEO Specialist / Front-End Developer | Blyth Academy

JUN 2017 - 2020, TORONTO, ON

- Accountable for managing upwards of 6 company websites at any given time.
- Created and implemented modern mobile design across sites.
- Solely developed a comprehensive SEO strategy that resulted in ~50% growth of organic traffic each year.
- Co-developed and implemented company wide SEM strategy increasing conversions at upwards of 100%.

### Digital Marketing | Freelance

MAY 2015 - 2017, OTTAWA, ON

- Independently designed and built brand specific websites for small to mid-sized organizations across multiple industries using WordPress to create modern and responsive layouts.
- Consistently engaged with clients, consulting on projects, answering questions and providing updates throughout the entire project process.
- Created email marketing campaigns targeting thousands of people with an open rate of 24.7% (versus an industry average of 14.4%)

## EDUCATION

---

### BrainStation | Professional Certificate, Web Development

### BrainStation | Diploma Candidate, Web Development

JUN - SEP 2020, ONTARIO, CA

### Carleton University | Bachelors of Cognitive Science, Specialization in Biological Foundations of Cognition

SEP 2013 - 2017, OTTAWA, ON

Dean's Honour List & Admissions Scholarship

## SKILLS

---

HTML, CSS, Javascript, React