

Jade Cabral

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SUMMARY

Marketing technology professional with 7 years of experience in web management and development, CRM management, and automation. Strong background in WordPress, data analytics, and SEO, with a passion for front-end development and improving digital experiences. Continuously expanding coding and technology skills through self-driven projects.

TECHNICAL SKILLS

- **Web Development & Management:** WordPress, HTML/CSS, JavaScript, React.js, GitHub, Tailwind CSS, Asana, Jira
 - **Tools & CMS:** Elementor, Gutenberg, Yoast, Klaviyo, ActiveCampaign, GoHighLevel, HubSpot, Zapier
 - **Analytics & SEO:** Google Analytics, Search Console, SQL, Data Analysis, Website Optimization
 - **Design & Multimedia:** Adobe Creative Cloud, Canva, Video Editing
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PROFESSIONAL EXPERIENCE

Marketing Technologist, Forum Health LLC (Remote) • Aug 2021 – Present

- Managed **30+ Websites**, optimizing performance, SEO, and integrations, contributing to a **176% increase in leads and 93% growth in website traffic**.
- **Designed and developed** landing pages, blogs, site navigation, and templates aligned with business goals.
- Oversaw and integrated **CRM platforms** and **email marketing** for over 100K contacts, including campaign automation, A/B testing, and optimization contributing to an increase in open rates from **11.37% to 43.5%**.
- Analyzed and reported **website and marketing data** to drive insights and optimize strategies.
- Collaborated with developers and designers **to implement new site features** and **resolve technical issues**.
- Recognized as **Employee of the Month** for website and team contributions.

Marketing & Technology Specialist, Silva Realty Group (New Bedford, MA) • June 2018 – Aug 2021

- Improved **website performance** through SEO enhancements and content updates.
 - Managed **social media platforms**, creating graphics and videos.
 - Leveraged **HubSpot, IDXBroker, Airtable, and Google Analytics** for data tracking and automation.
 - Streamlined **marketing workflows** with automation tools like Zapier.
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EDUCATION

B.S. in Computer Science, University of Massachusetts, Dartmouth • 2021 • **GPA: 4.0**

- **Awards:** CIS Faculty Award, Transfer Student Academic Excellence Award, Chancellor's List (2019-2021)

A.S. in Computer Science Transfer, Bristol Community College • 2019 • **GPA: 3.98**

- **Award:** CIS – Computer Science Transfer Award