

Ashley Fekay

Digital Growth & Search Experience Architect

SEO Strategy · UX Optimization · Conversion Growth · Accessibility

DETAILS

Location: Round Mountain, Nevada

Phone: (208) 404-5991

Email: ashleysfekay@gmail.com

LinkedIn: [/in/ashley-fekay](#)

SKILLS

User behavior analysis & insight synthesis
Qualitative & quantitative data analysis
Usability evaluation & experience optimization
Accessibility research (ADA/WCAG standards)
A/B and multivariate testing (experiment design & analysis)
Technical SEO & research-driven website optimization
Information architecture & content audits
CMS management (Cascade, Drupal, WordPress)
UX/UI design principles & user-centered design
Google Analytics 4 (GA4), Google Tag Manager
Google Search Console
Microsoft Clarity (behavioral insights)
Siteimprove (quality, accessibility, UX insights)
SEMrush, Ahrefs, Moz
Cross-functional collaboration (design, IT, marketing, academic stakeholders)
Research reporting & dashboard development
Translating insights into actionable recommendations
Paid media campaigns (Google Ads, Meta Ads)
AI-powered marketing workflows
Brand messaging & content development

EDUCATION

Associate of Science, General Studies | April 2025
Southern Utah University

Bachelor of Science, Strategic Communication | December 2025
Magna Cum Laude
Southern Utah University

CERTIFICATIONS

Data Analytics Coursera estimated May 2026
Content Marketing Essentials for SEO and AI Search Certificate SEMrush | February 2026
Google AI Essentials Coursera | September 2025
AI Powered Performance Ads Google Skillshop | August 2025
Frontier Platform Manager Certification Siteimprove | June 2025
SEO Essentials with Semrush SEMrush | June 2025
Google Ads Search/Display/Creative Certificates Google Skillshop | June/August 2025
Foundations of UX/UI Design Coursera | August 2024
Google Digital Marketing and Ecommerce Coursera | August 2023
CSX Cybersecurity Fundamentals Certificate (CSXF) ISACA | August 2023

SUMMARY

Digital Growth & Search Experience Architect with 8+ years of experience driving **organic visibility, paid search performance, and user experience optimization** for higher education and small business clients. Skilled in **technical SEO, paid media, content strategy, analytics, and CMS management**. Proven track record improving **organic traffic, search rankings, accessibility compliance, and conversion rates**, including contributions to Southern Utah University's **Top 1% global ranking for web accessibility**. Passionate about delivering **data-driven, user-focused, and strategically optimized digital experiences**.

EXPERIENCE

Digital Marketing Specialist

Southern Utah University February 2025– Present

- Lead **SEO strategy** for Graduate & Online programs, performing keyword research, technical audits, and on-page optimization to increase qualified traffic
- Manage **website content and structure** in Cascade CMS, ensuring **ADA/WCAG accessibility compliance**, proper internal linking, optimized URLs, and accurate metadata
- Plan and execute **Google Ads campaigns**, driving qualified leads and increasing landing page engagement
- Monitor site performance using GA4, Tag Manager, Search Console, Siteimprove, and Microsoft Clarity; translate data into actionable growth recommendations
- Collaborate with academic departments, marketing, and IT to audit and update content, ensuring alignment with **institutional goals and brand standards**
- Contributed to SUU's **Top 1% global ranking for web accessibility** by implementing best practices and improving user experience

Founder | CMO & SEO Strategist

Elevation Tech January 2025–Present

- Provide **SEO and website optimization** for small business clients, including **technical audits, keyword strategy, content optimization, and analytics reporting**
- Implement **UTM tracking**, structured URLs, and **metadata** best practices to improve search visibility and campaign measurement
- Develop and execute **full-funnel digital strategies (organic + paid)** aligned with client business goals to increase traffic, engagement, and conversions
- Collaborate with clients on content, design, and analytics to ensure **measurable results and sustainable growth**

Web Content Editor

Southern Utah University May 2024 - February 2025

- Developed learner-centered web content in collaboration with academic departments, ensuring alignment with **instructional goals, institutional branding, and accessibility requirements**
- Conducted **content analysis and keyword research** to improve **discoverability and user navigation** across academic web pages
- Managed **content creation** and publishing workflows in Cascade CMS, applying **quality assurance and accessibility standards** to support consistent and effective **digital experiences**
- Monitored **user behavior and content performance** using **Google Analytics** and internal dashboards, providing actionable recommendations to **enhance engagement and usability**

Student Peer Mentor & Digital Engagement Lead

SUU Non-Traditional Student Office April 2024–February 2025

- Supported non-traditional student success through **learner-centered guidance, digital communication, and community engagement** initiatives.
- Designed and managed **digital content and communication materials** to promote academic resources and campus services, applying clarity and **accessibility principles**.
- Facilitated **one-on-one support and community discussions**, translating complex information into **actionable guidance** to support learners balancing academics with work and family responsibilities.

Digital Marketing Manager/Social Media Manager

Rising K Ranch June 2023–June 2024

- Managed and evaluated **organic and paid digital experiences** across Google Ads and Meta by **optimizing content, messaging, and landing pages** based on user behavior and performance data.
- Analyzed **campaign and on-site performance** using Google Analytics and Meta Business Suite, translating findings into experience and messaging optimizations.
- Developed and tested **user-focused content** and visual assets, contributing to an **80% increase** in direct bookings through **improved engagement and conversion pathways**.

*Full work experience on LinkedIn & references upon request.