

Ka Blia Her

(608) 461-5994

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Detailed-oriented and analytical professional with a passion for digital marketing and proven track record of creating and implementing successful campaigns. Skilled in SEO, PPC, and content marketing, with a strong ability to analyze data to drive strategy and achieve business objectives. Committed to leveraging digital tools to enhance customer engagement and increase brand awareness.

Skills

- Adobe Creative Cloud
- Microsoft Outlook, Word, Power Point, Excel
- Search Engine Optimization
- Internet & Email Marketing
- Content creation expertise
- Data analysis
- Team-driven
- Communication
- Innovative

Experience

October 2023 - Current

Kwik Trip Inc., La Crosse, Wisconsin - *Production Worker*

- Responsible for assembling, processing, and packaging bakery products on the production line. Operate machinery, weigh products, monitor production process, and ensure that products meet quality standards.

April 2023 - July 2023

Badger Corrugating, La Crosse, Wisconsin - *Marketing & Sales Coordinator*

- In charge of developing and implementing marketing strategies to promote the company's millwork products. Work closely with the sales team to generate leads, create marketing materials, manage social media platforms, and coordinate promotional events. Role involves analyzing market trends and tracking sales data.

April 2022 - February 2023

Mayo Clinic Health System - Patient Services Specialist

- Responsible for managing patient appointments, scheduling procedures, and coordinating with healthcare providers to ensure timely and efficient care for patients. Handles patient inquiries and verifies insurance information.

March 2021 - April 2022

Mayo Clinic Health System - Patient Care Technician

- Provide direct and high-quality care to patients under the supervision of medical staff. Assist with activities of daily living, take vital signs, collect specimens, and help patients with mobility.

Education

September 2022 - April 2024

Western Technical College, La Crosse, Wisconsin - Associates of Applied Science in Digital Marketing

- Participated in a comprehensive Digital Marketing program, gaining proficiency in various online marketing strategies including SEO, PPC, content marketing, and social media management.
- President's list 2022-2024
- 4.0 GPA

September 2024 - May 2026

University of Wisconsin-Stout, Menominee, Wisconsin - Bachelors of Science in Digital Marketing Technology

Volunteer Experience/Community Involvement

2017 - 2019

Wafer Food Pantry

- Sort and stock food and help patrons
- Assist with general upkeep.

2015 - 2018

Gundersen Health System

- Delivered flowers to patient rooms
- Wheel patients to and from designated areas of hospitals
- Sent out confidential mail from the hospital to patient homes

