

FLORENCE OBESE

Web Operations & Marketing Technology

📍 Pennsylvania, USA

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CORE SKILLS

WordPress & Elementor 

SEO & Search Visibility 

Analytics & Tracking 

CRM & Marketing Tools 

Paid Advertising 

HTML & CSS 

Marketing Automation 

PLATFORMS + TOOLS

WordPress

CMS: Wix, Webflow, Shopify, Drupal

Google Analytics (GA4)

Google Tag Manager (GTM)

Google Search Console

SEMrush & Ahrefs

Screaming Frog

PageSpeed Insights

HubSpot

Google Ads, LinkedIn & Meta Ads

Zapier

Profile Summary

Focused on websites, search visibility, analytics systems and marketing operations for SaaS and service-based online businesses, with experience across CMS platforms, SEO workflows, tracking systems, landing pages and inbound growth systems.

Experience

October 2025 - Present
Elements Massage-Horsham | Pennsylvania, USA

Marketing Operations Support

- Managed social scheduling and Meta awareness campaigns for local promotions and community engagement.
- Conducted competitor and visibility audits to identify growth, review and engagement opportunities.
- Supported franchise digital marketing operations across content, promotions and approved channels.

August 2024 - Present
Media-Ident Group GmbH | Remote

Web Operations & Digital Support Consultant

Website Design & CMS Management

- Built and managed 5+ WordPress websites, landing pages and Elementor-based front-end optimization.
- Managed website performance and plugin management across multi-brand marketing initiatives with global teams.

SEO, Analytics & Marketing Technology

- Implemented technical SEO improvements, indexing support and metadata optimization workflows.
- Set up analytics tracking, SEO auditing tools and marketing technology integrations.

Content Creation, Advertising & Outreach

- Created branded content assets using Canva and AI-assisted creative workflows.
- Supported Meta, LinkedIn and Google Ads activities.
- Worked with lead capture workflows and outreach systems.

SUPPORTING SKILLS

Content Creation & Publishing

Apollo.io (Prospecting & Outreach)

Canva

Adobe Creative Tools

CapCut Video Editing

AI Productivity Tools

Lead Capture Workflows

EDUCATION

MSc. Strategic Digital Marketing

Arden University – Berlin, Germany

Deferred September 2024

MBA Business Administration

UCAM University – Murcia, Spain

October 2016

BA Information Studies

University of Ghana – Accra, Ghana

May 2013

CERTIFICATIONS

Google Analytics

Udemy, 2020

SEO Training

Udemy, 2020

Inbound Marketing

HubSpot Academy & Udemy, 2018

SELECTED PROJECTS

View Portfolio:

www.florenceobese.com/projects

Experience

2016 – Present

Freelance | Remote

Web Designer & Marketing Support

Website Design & CMS Management

- Designed and launched 30+ responsive SEO-friendly WordPress websites for startups and small businesses.
- Managed website updates, CMS organization and content workflows and provided onboarding / launch support.
- Worked remotely with clients across North America, Europe and Africa.

Search Visibility, SEO & Analytics

- Supported SEO setup and technical optimization including Search Console, metadata, indexing and site audits.
- Configured GA4 and Google Tag Manager environments.

Content & Social Media

- Developed branded content for websites, newsletters and social media platforms using Canva and AI-assisted tools.
- Supported content planning, email campaigns and organic social media engagement activities.

November 2015 – September 2016

UCAM / LaLiga Partnership | Spain

Marketing Coordinator

- Supported the redesign of UCAM-LaLiga site, improving navigation and layout clarity.
- Created email campaigns and partnership microsites for the promotion of UCAM-LaLiga programs in Spain and abroad.
- Created digital newsletters and social content for international student outreach.
- Contributed to SEO and UI feedback during university site redesign.

Additional Information

- Authorized to work in the U.S. without sponsorship
- References available upon request