***Evalyn Abernathy***

***Glen Allen, Virginia***

***(804)937-6720*** ● ***Abernaen@dukes.jmu.edu* ● www.EvalynAbernathy.com**

**EDUCATION AND CERTIFICATIONS**

**James Madison University, Harrisonburg, VA Expected Graduation:May 2025**

**Bachelor of Business Administration: Major: Marketing, Minor: Mathematics Cumulative GPA: 3.030**

**Major GPA: 3.485**

**Certifications**

**Hubspot academy certifications**

* Digital marketing, Content marketing, SEO

**Google certifications**

* Google Ads: Measurement, Display, Search
* GA4: Get started, Manage data, Reports, Use with other tools

**WORK EXPERIENCE**

***Richmond Olympiad Gymnastics,*** Henrico, VA April 2021 – Present

Title: Gymnastics Coach

* Coached recreational gymnastics ages four through fourteen and competitive gymnastics ages six through sixteen
* Created lesson plans and workouts for gymnasts to follow, engaging in daily cleaning and maintenance of gym equipment
* Helped manage all recreational classes and staff during the summers of 2023 and 2024
* Co-managed all lesson planning and practices for the pre-competitive team program summer 2023
* Worked individually with kids doing private lessons to further their gymnastics skills and abilities

***Abernathy Construction Corporation,*** Glen Allen, VA June 2019 – August 2021

Title: General Administrative Assistant

* Sorted and organized invoices, maintaining office file cleanliness, organization, and relevancy
* Ran errands for office and job supplies
* Answered and directed phone calls for job inquiries, equipment runs, and package deliveries

**ACTIVITIES**

**Content Marketing Simternship,** Stukent August – September 2024

*Student*

* Analyzed target market personas, Planned content based on target market and search intent, Created blogs, podcasts, and videos, Researched and identified best keywords for SEO, Allocated a content budget, Assessed peer’s work and delivered constructive feedback, Analyzed metrics to determine the best content marketing strategy, Applied best practices for content execution and creation

**SEO simternship,** Stukent September – October 2024

*Student*

* Reported on a visual sitemap, Performed keyword research and updating meta content, Measured and improved upon page traffic, Analyzed and selected an off-site SEO strategy, Assessed the cost-benefit of implementing various link-building activities, Refined email pitch building, Completed an SEO competitor audit, Optimized landing pages and apply on-site SEO best practices, Enhanced keyword SERP position, Evaluated organic traffic data, linking domains, and domain authority, Practiced building backlinks to increase site authority and organic traffic

**Club Gymnastics,** James Madison University September 2021 – December 2021

*Member*

* Volunteered and participated in community service activities

**Youth Group**, Glen Allen Baptist Church August 2017 – May 2021

*Member*

* Volunteered and went on a variety of mission trips located across the east coast fixing interiors and exteriors of homes and feeding the homeless

**WORK REFERENCE**

***Christy Renner***

*Team Coordinator, Richmond Olympiad Gymnastics, RichmondOlympiad@gmail.com*