

LILIAN KUGLER

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PROFESSIONAL SUMMARY

Results-driven professional with a skill set in UX/UI design, search engine optimization, and content marketing. Proven ability to adapt and excel in dynamic environments. Adept at leveraging analytical and creative strengths to deliver impactful solutions while possessing strong organizational and interpersonal skills, focusing on detail and efficiency.

TECHNICAL SKILLS

Website Design | UX/UI Design | SEO Strategy | SEO-Content Writing | Local SEO | Web Analytics | Wireframes | SEO | Wordpress | Squarespace | Google Ads | Google Analytics | Google Workspace | Google Search Console | SEMRush | Ahrefs | Screaming Frog | Data Analysis | Client Management Systems | User-Centric Mindset | Data Analysis | Keyword Research | Detailed Oriented | Project Management | Management Skills | Remote Teams |

PROFESSIONAL EXPERIENCE

Freelancer, Los Angeles, CA

2018 – Present

UX/UI Designer & SEO Specialist

- Managed multiple website design and SEO projects simultaneously, meeting tight deadlines and delivering high-quality results.
- Collaborated with small business owners to align UX/UI designs with marketing strategies and business objectives.
- Leveraged expertise in UX/UI design principles to create intuitive and visually appealing solutions.
- Developed wireframes and prototypes for iterative design improvements, ensuring responsiveness across various devices.
- Produced clear, concise, and engaging content aligned with brand voice, target audience, and marketing goals.
- Conducted comprehensive SEO research and devised strategic plans to enhance online visibility and rankings for clients across diverse industries.
- Analyzed competitors and SERPs to formulate effective SEO strategies tailored to client needs.
- Implemented onsite SEO techniques and conducted thorough site structure/internal link audits to optimize website performance.
- Developed and executed local SEO strategies to bolster clients' presence in targeted geographic areas.
- Conducted in-depth keyword and content topic research to inform content optimization tactics and drive organic traffic growth.
- Executed link-building strategies to enhance domain authority and improve search engine rankings.

Kugler Counseling: Choice Based Recovery, Houston, TX

2012 – 2023

Owner, Licensed Chemical Dependency Counselor

- Managed website, digital marketing channels, outreach projects, building community relationships and expanding resources through local community fundraisers and education panels.

- Oversaw daily business and office operations; led the transition to a paperless practice by implementing an electronic healthcare system and a faster, secure and more accurate filing system; reduced incomplete client documentation by 75% and office overhead by 10%
- Supervised staff and led comprehensive Leadership Training for staff, enhancing team effectiveness, increasing employee retention rate by 60% and client success rate by 45%.
- Conducted client assessments, developed tailored treatment plans, and maintained a caseload averaging 25 families; delivering quality care and impactful interventions to over 300 families in the Houston area.

EDUCATION

Rice University, Houston, TX 2023

Professional Certificate in Digital Marketing

University of Houston, Houston, TX 2012

Bachelor of Science in Psychology, Minor in Human Development and Family Studies

CERTIFICATIONS

The Embody Lab, Online 2022

Integrative Somatic Trauma Therapy Certification

MITC Training & Education, Albuquerque, NM 2021

Certified Mindfulness-Based Relapse Prevention Specialist

The Grief Recovery Institute, Hayden, ID 2020

Grief Recovery Method Specialist

BIG Power Yoga, Houston, TX 2015/2017

Certified Yoga Instructor, 500-RYT