

Joseph Valerio

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EDUCATION

Eastern Michigan University, College of Business

Bachelor of Business Administration

Ypsilanti, MI

Expected December 2026

Major: Marketing

GPA: 3.7

- Emerald Scholarship
- Dean's List

EXPERIENCE

Invio Automation

Hybrid / Lansing, MI

Digital Marketing Intern

December 2025 - Present

- Supported SEO and AEO initiatives to improve organic and AI search visibility
- Implemented website content updates and on-page optimizations using WordPress
- Collaborated with developers to implement SEO recommendations and website enhancements
- Monitored keyword rankings and website performance using GA4 and BrightEdge
- Built and optimized email campaigns using Instantly and Salesforce

Digital Reference

Hybrid / Ann Arbor, MI

Product Marketing and SEO Intern

May 2025 - August 2025

- Contributed to first-page search rankings for branded search terms
- Built and optimized web pages using Webflow for SEO, AEO/GEO, and user experience
- Executed on-site SEO updates, including metadata, internal linking, and headers
- Supported backlink outreach and LinkedIn content initiatives
- Tracked website performance using GA4, Search Console, Ahrefs, and SEMrush

ORGANIZATIONS & PROFESSIONAL DEVELOPMENT

Ann Arbor Hands-On Museum

Ann Arbor, MI

Marketing Analytics Project

December 2025 - May 2026

- Analyzed website traffic and engagement data using Google Analytics
- Assessed membership page performance to identify areas for improvement
- Presented landing page optimization recommendations based on user behavior insights

American Marketing Association

Ypsilanti, MI

Member

October 2024 - January 2025

- Networked with marketing professionals to expand industry knowledge
- Contributed to event planning and project coordination
- Explored current marketing trends and industry best practices

CERTIFICATIONS AND SKILLS

Ahrefs Certificate - Ahrefs Academy

Earned July 2026

BrightEdge Professional Certificate - BrightEdge Training

Earned March 2026

Google Analytics Certification - Skillshop

Earned February 2026

SEO Certification - HubSpot Academy

Earned December 2024

Software/Tools: WordPress, Webflow, Salesforce, SalesIntel, Microsoft Office Suite, Canva, ChatGPT, CapCut, Canto, Google Analytics (GA4), Google Search Console, BrightEdge, SEMrush, Ahrefs