

A portrait of Olivia Imbimbo, a young woman with long, wavy brown hair, smiling and looking slightly to the left. She is wearing a white sleeveless top and a thin necklace with a small pendant. The background is a soft, out-of-focus light purple and white.

# Olivia Imbimbo

## Digital marketing professional

I'm Olivia Imbimbo, a Digital Content & SEO Operations Coordinator at Develomark and a Dean's List student at Marist University.

At Develomark, I've supported a wide variety of content and SEO efforts — from blog writing and metadata optimization to managing service pages, AI tools, and local listings — all while contributing to high-performing campaigns for local businesses.

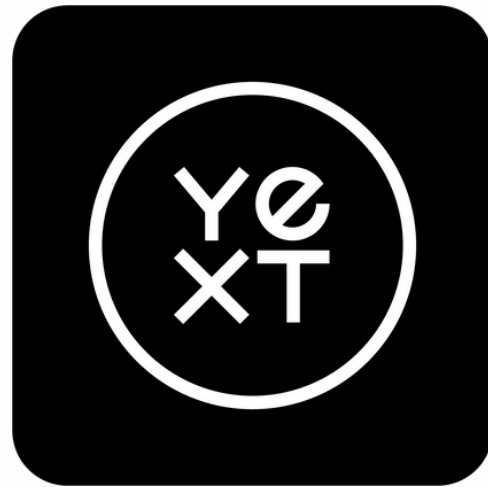
<https://www.develomark.com>



# Skills

- SEO Blog Implementation
- Metadata Optimization
- Local Listings Management
- Ad Campaign Support
- Analytics Reporting
- GPT Content Tools
- Social Media Integration
- Project & Workflow Management
- Performance & Competitive Analysis





### **Yext**

Keeps client business listings accurate across the web to boost local SEO.



### **Meta**

Drives leads with targeted Facebook and Instagram ad campaigns.



### **ChatGPT**

Speeds up content creation and strategy with AI-driven support.



### **Google Analytics**

Tracks user behavior to improve site performance and conversions.



### **GBP Listings**

Optimizes client visibility in local search and map results.



### **Search Console**

Fixes SEO issues and monitors keyword performance.



### **Duda CMS**

Builds fast, SEO-friendly websites with custom design.



### **YouTube**

Optimizes and repurposes videos for reach and engagement.



### **Moz**

Tracks keywords and domain authority for SEO growth.



### **SplashDash**

Visualizes marketing performance and local presence for clients.

# Website

## Project: The Whittemore at VYNE

One of my most rewarding projects was contributing to the full redesign of The Whittemore — a luxury wedding venue in Connecticut. I worked on wireframing, site strategy, and collaborated directly with designers to bring the new website to life.

This role strengthened my skills in content strategy, cross-functional collaboration, and digital marketing execution, and gave me a well-rounded understanding of how creative and SEO work come together to drive results.







Good dogs,  
*better wine.*



Roll up with  
your pups



Wine that's Lilly  
*Approved*



Four legs?  
*Fantastic.*



*"Bring your dog."*  
-your dog



Dogs just  
want to have  
fun.



Where every  
sip feels like a  
*getaway.*

Middlebury, CT



*Tranquillity*  
in a Glass

Middlebury, CT



BUSY DOESN'T MEAN  
*rushed.*



MORE THAN A SNACK—  
*an experience.*

Middlebury, CT



*Experience*  
WINES AS BEAUTIFUL  
*as the View*

Middlebury, CT



CRUNCH THAT  
TRAVELS  
WELL.

FT. THE SWEET AND  
SPICY CALAMARI

DELIVERY AVAILABLE THROUGH:  
TOAST, DOORDASH, AND SLICE



THE NO-FUSS  
DINNER HERO

DELIVERY AVAILABLE THROUGH:  
TOAST, DOORDASH, AND SLICE



TAKEOUT  
WITHOUT  
COMPROMISE.

FT. THE GET FIGGY  
WITH IT PIZZA

DELIVERY AVAILABLE THROUGH:  
TOAST, DOORDASH, AND SLICE



YOUR TAKE-OUT  
ORDER STILL NEEDS  
AN APPETIZER.

FT. THE CAJUN  
PICKLE CHIPS

DELIVERY AVAILABLE THROUGH:  
TOAST, DOORDASH, AND SLICE





**vyne**  
restaurant & bar

Middlebury's  
Best Kept  
*Secret*

NEW SUMMER MENU



**vyne**  
restaurant & bar

Wherever you  
gather, Vyne  
caters.

CATERING AVAILABLE  
Connecticut



**vyne**  
restaurant & bar

Comfort food,  
dressed for  
*dinner.*

FEATURED: STEAK  
FRITES FROM OUR  
NEW SUMMER MENU



**vyne**  
restaurant & bar

Elegance,  
stirred not  
shaken.

Middlebury, CT



**vyne**  
restaurant & bar

Crafted to pair,  
designed to *share.*

FEATURED: GRAZING  
BOARD FROM OUR NEW  
SUMMER MENU



**vyne**  
restaurant & bar

Tucked away.  
Timelessly elegant.

NEW SUMMER MENU



**vyne**  
restaurant & bar

Middlebury's  
Best Kept  
*Secret*

NEW SUMMER MENU



ORDER ONLINE.  
REGRET  
**NOTHING.**

FT. THE CHICKEN  
BACON RANCH PIZZA

DELIVERY AVAILABLE THROUGH:  
TOAST, DOORDASH, AND SLICE



**BAO BUNS  
BOXED TO-GO.**

★★★★★

DELIVERY AVAILABLE THROUGH:  
TOAST, DOORDASH, AND SLICE



**THROWING A PARTY?**  
**WE'RE BUILT  
FOR IT.**

30+ SCREENS | BEER | FOOD | ARCADE



**BIG  
SCREEN  
ENERGY**

30+ SCREENS | BEER | FOOD | ARCADE



**EVERY DAY IS  
GAME DAY.**

FOOD | GAMES | BEER

MIDDLEBURY, CT



**SMASH  
OR  
PASS**

30+ SCREENS | BEER | FOOD | ARCADE



**A KIDS MENU  
GROWN-UPS  
WILL ENVY**

30+ SCREENS | BEER | FOOD | ARCADE  
MIDDLEBURY, CT



**MAC AND  
CHEESE  
FINAL BOSS**

FT. DORITOS  
CRUNCH TOPPING





The backdrop  
your celebration  
deserves.

THE  
Whittemore



THE  
Whittemore

Private, peaceful,  
and *picture-perfect*.

MIDDLEBURY CT'S PREMIER WEDDING VENUE



THE  
Whittemore

The *detail oriented*  
wedding venue  
you've been  
searching for.



Where food is a  
part of the décor.

THE  
Whittemore



★★★★★

"Everyone  
raved about  
the food, the  
grounds, the  
room, the  
bartenders,  
and the  
staff."

— Kevin T.

THE  
Whittemore



Luxury, *on ice*.

THE  
Whittemore



THE  
Whittemore

Treat your  
guests to a  
*grand finale*.



THE  
Whittemore

Every stunning beginning  
starts at *The Whittemore*.

MIDDLEBURY CT'S PREMIER WEDDING VENUE



When the vows end,  
the party begins.

THE  
Whittemore



Not your average  
backyard bash— This  
is *The Whittemore*.



THE  
Whittemore

The toast  
starts *here*.

MIDDLEBURY CT'S PREMIER WEDDING VENUE



THE  
Whittemore

Middlebury's hidden  
gem—made for  
*unforgettable 'I dos'*



*Tie the knot* where  
storybook settings  
come to life.

THE  
Whittemore



THE  
Whittemore

Because one-size-  
fits-all has no place  
in *love stories*.

MIDDLEBURY CT'S PREMIER WEDDING VENUE



THE  
Whittemore

For weddings that  
*feel like home* but look  
like a *dream*.





*Ruan M. Marinho*

**Ruan M. Marinho**

Founder & CEO, Develomark

It's with great confidence that I recommend Olivia Imbimbo, who served as a Digital Content & SEO Operations Coordinator at Develomark. Olivia consistently brought accuracy, attention to detail, and forward-thinking strategy to every task she managed.

She worked across departments to publish SEO-optimized blogs, build service pages, manage metadata, and create open graph images for client websites. Olivia also contributed to the development of AI-powered GPT tools, coordinated ad campaigns, and played a valuable role in managing local listings through platforms like Yext and Google Business Profile.

Her ability to juggle technical SEO tasks, creative content, and structured planning made her a key contributor to our agency operations. I fully support the skills she developed here and recommend her for any role in SEO, content strategy, or digital marketing.

Contact: **ruan@develomark.com, 203-490-7575**



**Thank You**