

# NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

## Profile

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## Experience

### Digital Marketing Analyst - Company / Location

July 2019 – Present

- Optimized SEO performance across company web pages, which resulted in an up-to-date increase in organic traffic by 25 percent per month and an increase in page speed by 65 percent.
- Used Google Analytics and Google Sheets to automate reporting of marketing KPIs, which saves around 7 hours per week of manual labor.
- Boosted the conversion rate of the company's marketing landing pages by 300 percent by executing rigorous A/B testing.
- Implemented strategies to optimize the company's email marketing campaign, which increased the click-through rate by 20 percent and the average open rate by 28 percent.
- Developed white papers, infographics, and other top-of-funnel marketing assets, which brought in 40,000 new visitors and generated incremental revenue of \$1.9 million.

### Digital Marketing Intern - Company / Location

March 2018 – June 2019

- Generated 1000+ leads including 120 successful ones by applying knowledge in Facebook Ads and Google Ads.
- Collaborated with team members to create a marketing campaign across 4 social media platforms and increased the number of followers from 200 to 2,000.
- Assisted the marketing team by writing and editing 100+ articles on the company's website with attention to SEO, which increased traffic by 63 percent.
- Boosted content performance by 40 percent by studying analytics, identifying opportunities for improvement, and offering solutions.
- Participated in planning, coordinating, and carrying out 20 field marketing events.

### Project Experience

- Improved website performance using an SEO-centered content strategy, which increased service-level revenue by 15 percent across 42 branches within 6 months.
- Managed the social presence of a family-owned restaurant, and gained 100,000+ Facebook fans and 40,000 Instagram followers within 1 year.

## Education

### Bachelor's Degree in Marketing- University of Pittsburgh

2017

- GPA: LIST
- AWARD
- AWARD

### DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Content marketing, Email marketing, SEO
- Digital Strategy, SEM, PPC
- Google Ads, Google Analytics, Facebook Ads, LinkedIn Ads, Twitter Ads
- Lead Generation
- Exclusive interpersonal skills

## Licenses & Accreditations

### Licenses Licenses & Accreditations

- Google Ads Certification
- HubSpot Content Marketing Certification
- Google Analytics Certification
- Content Marketing Institute Certificate