

# NAME

TITLE

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

## Profile

Result-oriented marketer with seven years of experience looking to apply knowledge of digital marketing and leadership skills in a content marketing manager position.

## Experience

### Content Strategist - Versa Creative / Location

MONTH 2019 - Present

- Onboard an average of three new clients a month and participates in developing customized marketing campaigns.
- Oversee the content creation process with a team of four writers. Identifies blogging topics, edits content, and applies publication strategies that yield an average of 250 clicks per piece within the first week.
- Use analytics to measure results and optimize SEO and publication strategies.
- Communicate and reports results to a portfolio of 26 clients every week.

### Digital Marketing Specialist - CKO Digital Branding/ Location

MONTH 2016 – MONTH 2019

- Developed branding guidelines after performing research to better understand the needs of each client.
- Collaborated with a team of 15 marketers to develop relevant digital campaigns based on needs and budgets.
- Performed various marketing tasks, including copywriting, managing PPC ad campaigns, and posting content on social media.
- Leveraged presentation skills to engage customers and obtain their approval before launching new campaigns.

### Project Experience

- Designed a launch campaign across social media and PPC ads to promote the launch of a mobile game. Achieved over 100,000 downloads within the first month.
- Oversaw an influencer marketing campaign to rebrand a cosmetic product. Increased sales by 150% within a month.

## Education

### Bachelor of Business Administration - University of Houston

MONTH 2015

- GPA: LIST
- AWARD
- AWARD

### DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Strong writing and communication skills
- Project management
- WordPress
- Domo
- Adobe Experience Manager

## Licenses & Accreditations

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- Hubspot Content Marketing Certification (2019)
- Hubspot Inbound Marketing Certification (2020)