

NAME

TITLE

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

Profile

Result-oriented account manager with 12 years of experience in the digital marketing industry. Looking for a new position where I can bring my knowledge of technical SEO and relationship-building skills to manage key accounts.

Experience

Account Manager at - WebFX / Location

MONTH 2017 - Present

- Manages a portfolio of 14 accounts in diverse industries, including New Balance, Affirm, and PepsiCo.
- Develops custom SEO strategies based on the latest trends and current campaign goals of each customer.
- Collaborate with content creation, web design, and social media department to implement SEO strategies.
- Leverages analytics to measure results and optimize SEO efforts. Analytics has helped the agency reach 95% of its monthly traffic goals for all clients.
- Delivers weekly performance reports. On average, brands see a traffic increase of 6% a month thanks to SEO efforts.

Account Manager at Manta - Company / Location

MONTH 2011 – MONTH 2017

- Managed a portfolio of 16 clients with a focus on new product launches.
- Helped six brands develop their online presence from scratch. Achieved a 300% increase in traffic over the first three months on average.
- Increased session length by an average of 65% for all clients through internal linking optimization.
- Achieved an average conversion rate of 7% across all accounts via PPC campaigns.

Project Experience

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Education

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Technical SEO
- Google Analytics
- Strategic thinking
- Time management
- People skills

Licenses & Accreditations

Licenses & Accreditations

- Marketing Analytics Professional Certification from Coursera (2021)
- Google Ads Certification from Google (2016)
- SEO Essentials Certificate from Moz Academy (2015)