

# DIGITAL MARKETING MANAGER

Example by Resume Genius

Contact	Profile
(256) 931-8241 cindy.mitchell@gmail.com 1690 Ritter Street, Huntsville, AL 36801 <a href="https://www.linkedin.com/in/cindymitchell">linkedin.com/in/cindymitchell</a>	Innovative Digital Marketing Manager with 4+ years of experience managing online marketing campaigns and leading cross-functional teams. Skilled in developing integrated marketing strategies that drive brand awareness, engagement, and conversions. Seeking to use my advanced analytical and problem solving skills to exceed performance targets at Next Level Marketing.
Education	Professional Experience
(May 2018) <b>Bachelor of Arts in Marketing</b> Graduated <i>magna cum laude</i> Auburn University – Auburn, AL	<b>Digital Marketing Manager</b> <span style="float: right;">SEP 2021 – Present</span> Wade Marketing – Huntsville, AL
Digital marketing channels 	<ul style="list-style-type: none"><li>Developed and implemented digital marketing strategies that generated over \$850,000 in revenue in 2022</li><li>Oversee the execution of SEO, SEM, email, social media, and display advertising campaigns, achieving a 12% decrease in cost per acquisition</li><li>Collaborate with sales and product teams to align marketing efforts with business objectives</li><li>Lead a team of 4 marketing specialists, providing coaching and guidance to optimize performance and foster professional growth</li></ul>
Marketing strategy development 	<ul style="list-style-type: none"><li>Conducted market research and competitive analysis to identify trends, opportunities, and threats, resulting in the launch of a new product line that generated \$500,000 in sales in its first quarter</li></ul>
Project management 	<b>Digital Marketing Specialist</b> <span style="float: right;">JUN 2018 – AUG 2021</span> Vimergy – Auburn, AL
PPC advertising 	<ul style="list-style-type: none"><li>Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates</li><li>Tracked and reported on key performance indicators, providing insights and recommendations to senior management and stakeholders</li><li>Achieved a 23% increase in conversion rates by conducting A/B testing and analyzing data to improve website performance and user experience</li><li>Collaborated with content and design teams to create engaging social media posts and ads to increase brand awareness</li></ul>
Conversion rate optimization (CRO) 	
Marketing automation 	
Team leadership 	