

ROBERT SMITH

Director of Digital Marketing

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SUMMARY

Digital Marketer with 10+ years experience with the six pillars of inbound marketing which includes PPC, SEO, Content Development, Blogging, Social Media, and Email. With a strong focus on the key business metrics including revenue, profit, demand, traffic, site conversion, retention, and engagement.

CORE COMPETENCIES

Marketing, Optimization, Project Management, Search Engine Optimization, UI, Loyalty programs, Brand Management, Digital Marketing Campaigns, Digital Strategy.

PROFESSIONAL EXPERIENCE

Director of Digital Marketing

Denios - 2014 – Present

Key Deliverables:

- Provide digital leadership for new business opportunities including digital strategy development spanning owned, earned and paid media.
- Manage, and develop content strategies leveraging vast experience in writing and editing for SEO, blog posts, social media, and white papers.
- Interface with the product and engineering teams to rapidly design, iterate, build and optimize landing pages, learning centers, user flows, UX, and product funnels.
- Defining campaigns and programs to meet and exceed quarterly sales lead targets, measuring performance, utilizing marketing automation platforms and CRM systems.
- Partner with the marketing team to optimize marketing automation and lead nurturing processes through email, content, and social channels.
- Provide customer analysis, segmenting customers, establishing the reporting infrastructure, tracking performance, and presenting the results to the team.
- Managing, motivating and mentoring an in-house digital team, leveraging the team's strengths through engaging and effective team management.

Internet Marketing

Passport Health Plan - 2012 – 2014

Key Deliverables:

- Turned around under-performing web presence within the marketing department. Initiated, planned, design, executed, monitored and controlled the re-development of the corporate website.
- Improved performance, reduce customer errors and drive customer satisfaction. Also, managed SEO strategies for on-site department web page optimization.
- Led cross-functional web marketing team, representing all online-marketing functions.
- Revamped web production processes including new project management and QA procedures.