

First Last

Digital Marketing Analyst

Digital Marketing Analyst with five years of experience developing and implementing marketing metrics, creating online campaigns, and managing ads. Well-developed skills in analytics and the ability to work in team environments.

EXPERIENCE

Resume Worded, New York, NY

Digital Marketing Analyst

January 2020 – Present

- Led digital initiatives, including implementation of e-mail platform and digital on-boarding to save \$1M annually.
- Managed monthly communications calendar to deliver marketing and customer messaging to 50K clients.
- Delivered charge volume and retention analyses to drive +15% above plan results for the \$20B/yr Middle Market segment.
- Formed perimeters for a social content strategy to attain an engagement ratio of 15% during the spring campaign.
- Developed an SEO-centered content strategy for the launch of a new website, increasing page views by 30%.

Growthsi, Remote

Digital Marketing Specialist

July 2016 – January 2020

- Managed 60 Adwords accounts with budgets totaling over \$400,000 per month.
- Conducted keyword analysis to improve traffic quality by 15%.
- Created and optimized 10+ Google Adwords and Bing Ads campaigns.

Resume Worded, Boston, MA

Digital Marketing Analyst Intern

January 2012 – June 2016

- Executed 5 marketing campaigns supporting company initiatives and segments.
- Established relationships with 30+ clients across the region and 5+ career bloggers for content syndication.
- Participated in 1-2 projects per week; researched and analyzed development processes to increase efficiency by 3%.

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SKILLS

Google Analytics

Search Engine Optimization (SEO)

Social Media

Marketing Strategy

Web Analytics

Data Analysis

EDUCATION

Resume Worded University

B.S. in Marketing, Minor in Data Analytics

January 2012

New York, NY

- **Awards:** Resume Worded Marketing Fellow (only 5 awarded to class), Dean's List 2012 (Top 5%)
- **Relevant Courses:** Marketing Principles, Business Analytics, Advertising
- Completed one-year study abroad with RMIT University

PROJECTS

- **Website Improvement Project** – increased service-level revenue across 40 branches by 10% in six months.