

DIGITAL MARKETING MANAGER

Example by Resume Genius








Contact

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Education

(May 2018)
Bachelor of Arts in Marketing
Graduated *magna cum laude*
Auburn University
– Auburn, AL

Key Skills

Digital marketing channels

Marketing strategy development

Project management

PPC advertising

Conversion rate optimization (CRO)

Marketing automation

Team leadership


Profile

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.

Professional Experience

Digital Marketing Manager SEP 2021 – Present
Wade Marketing – Huntsville, AL

- Developed and implemented digital marketing strategies that generated over \$850,000 in revenue in 2022
- Oversee the execution of SEO, SEM, email, social media, and display advertising campaigns, achieving a 12% decrease in cost per acquisition
- Collaborate with sales and product teams to align marketing efforts with business objectives
- Lead a team of 4 marketing specialists, providing coaching and guidance to optimize performance and foster professional growth
- 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

Digital Marketing Specialist JUN 2018 – AUG 2021
Vimergy – Auburn, AL

- Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates
- Tracked and reported on key performance indicators, providing insights and recommendations to senior management and stakeholders
- Achieved a 23% increase in conversion rates by conducting A/B testing and analyzing data to improve website performance and user experience
- Collaborated with content and design teams to create engaging social media posts and ads to increase brand awareness