

# First Last

## Digital Marketing Specialist

Digital Marketing Specialist with five years of experience leading marketing campaigns and developing online marketing strategies. Led teams of 5-15 people across technology, business, and design departments.

### EXPERIENCE

#### Resume Worded, New York, NY

##### *Digital Marketing Specialist*

January 2020 – Present

- Designed and led a new lead-generation website project ([www.Resumeworded.com](http://www.Resumeworded.com)), achieving an average of 91% lead-form submissions yearly.
- Managed to retain an average of \$600,000 of existing account revenue each month by converting existing accounts to digital revenue.
- Increased monthly organic website traffic by 35% using inbound marketing techniques like blogging, article writing, and creating hubs on social media sites.

#### Growthsi, Remote

##### *Creative Project Manager*

July 2016 – January 2020

- Reduced prepress expenses by 80%; eliminated all outsourcing for prepress and catalog production by executing all creative internally.
- Managed approximately 300 projects a year with a strategic and budgetary plan of \$1.2 million; supervised creative work and development.
- Compiled, edited, and laid out content for a bi-weekly internal newsletter reaching over 1,500 consulting employees.

#### Resume Worded, Boston, MA

##### *Operations Analyst*

January 2012 – June 2016

- Highlighted areas for cost-saving, obtaining almost \$1.4 million annually by leading network benchmarking projects.
- Increased quarterly sales revenue by 35% from assessing profit and loss risks of new products, incorporating consumer market sentiment and competition activity through research.
- Assisted in financial audits and project finance recoveries metrics, identifying causes and fixes of anomalies worth \$34 million.

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### SKILLS

Hubspot Marketing Hub  
CRM

Facebook Ad Manager

Wordpress

Search Engine Optimization

Airtable

Web Design

LinkedIn Automation

### EDUCATION

#### Resume Worded University

Master of Business Marketing

January 2012

New York, NY

- **Awards:** Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)
- Completed one-year study abroad with Singapore University

### OTHER

- Volunteer 20 hours/month at the ABC foundation, leading pro-bono city projects
- PMP-certified (2020)