

# Danica Deegan

Digital Marketing  
Professional

## Personal Info

Email  
danica.deegan@email.com

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Phone  
(123) 456-7890

## Skills

Analytical Thinking

Project Management

SEO Strategies

Social Media Optimization

Content Writing

Campaign Analysis & Reporting

PPC & SEM Strategies

Market Research

Budgeting & Cost Estimation

Creative Problem-Solving

## Languages

English ★★★★★

Spanish ★★★★★

## Certificates

2020-09

Google Ads Certification  
(Fundamentals)

Google Inc.

## Hobby/Interest

- Creating YouTube tutorials about how to use digital advertising platforms (10k subscribers).
- Basketball enthusiast; Volunteer coach at local basketball camp for youth.

Highly experienced and creative Digital Marketing Strategist offering over 7 years of expertise in developing campaigns to increase brand visibility, boost customer engagement and generate leads. Seeking a position at Quantum Enterprises to utilize my skills and knowledge in digital marketing to help the company achieve its goals. Launched an integrated digital marketing campaign for Stellar Systems that resulted in a 25% increase in website traffic, brand recognition, and market share within 6 months.

## Work History

2013-07

- present

### Digital Marketing Strategist

*Stellar Systems, Las Vegas, NV*

#### Key Qualifications & Responsibilities

- Developed strategic plans for campaigns across email, social media, SEO/SEM, and display advertising techniques.
- Analyzed data trends from Google Analytics and prepared reports on consumer insights.
- Collaborated with marketing teams to design promotional materials such as newsletters, brochures, posters, and flyers.
- Worked across several departments to ensure the timely delivery of promotional assets.

#### Key Achievement

- Launched an effective integrated digital marketing campaign, resulting in a 25% increase in website traffic, brand recognition, and market share over 6 months.

2011-10

- 2013-05

### Digital Account Manager

*Synapse Solutions, Las Vegas, NV*

#### Key Qualifications & Responsibilities

- Implemented promotional activities such as re-targeting campaigns for e-commerce businesses.
- Monitored the performance of PPC campaigns through Google Adwords.
- Wrote engaging content for websites that increased web search ratings.
- Negotiated contracts with vendors.

#### Key Achievement

- Successfully managed multiple accounts with total revenue exceeding \$50K per month.

## Education

2007-09

- 2011-06

### Computer Science, BSc

*University of Las Vegas, NV*

- Member of the University's Programming Club (2007-2011)

## Memberships

2018-09

*Member of the American Marketing Association*

## Awards

### Best Digital Marketer of the Year 2019

*National Association for Online Marketing*