



## PROFILE

Digital Marketer with experience in using SEM to boost sales revenue by 10%. Expert in creating memorable content for SEO to increase website traffic.

## WORK EXPERIENCE

### Senior Digital Marketer, HoneyBee

City, State • January 2017 – Present

- Analyzed digital data to provide recommendations around website optimization
- Prepared reports on marketing campaigns' overall performance
- Evaluated metrics that affected website traffic and leads
- Developed content to boost website traffic and engagement
- Brainstormed content and growth strategies
- Determined and monitored campaign budget
- Created Ads on Facebook and Google that increased sales revenue by 14%

### Junior Digital Marketer, HoneyBee

City, State • January 2015 – December 2016

- Identified the latest trends and technologies in digital media to ensure trendiness, including the creation of the company's successful TikTok
- Maintained digital dashboard for 13 different accounts
- Drafted 7 email blasts to send out to customers
- Managed 6 contests, sweepstakes, and giveaways totaling 150k
- Evaluated digital data to improve SEO, resulting in the company appearing on Google's top searches
- Ensured all content reflected the brand identity
- Devised and executed content strategy to boost clients' website traffic by 40%

### Digital Media Intern, Lorax

Tucson, AZ • June 2014 – December 2014

- Wrote content calendar to maximize SEO
- Tracked statistics on reach, impressions, engagement, etc.
- Assisted managers in the brainstorm process to create postable content
- Edited copy for blogs and social media
- Drafted ads for Facebook and Google



## Lindsey Rollin

Austin, TX

(555) 123-4567

lrollin@gmail.com

[https://lrollinportfolio.co  
m](https://lrollinportfolio.com)

[linkedin.com/in/lrollin24](https://www.linkedin.com/in/lrollin24)

[facebook.com/lrollin24](https://www.facebook.com/lrollin24)

[instagram.com/lrollin24](https://www.instagram.com/lrollin24)

[twitter.com/lrollin24](https://www.twitter.com/lrollin24)

## SKILLS

SEO + SEM

Data Analysis

Writing & Editing

Email Marketing

Advertisements

## HOBBIES

Painting Cooking

Reading Netflix

## EDUCATION

### University of Arizona

Tucson, AZ

2010 – 2014

Marketing &  
Communications

GPA: 3.8/4.0