

Robert Smith

Digital Marketing Specialist / Campaigns

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SUMMARY

Independent, resourceful digital marketer with 2 years experience producing quality copy, creating content strategies, and managing accounts across a variety of marketing channels and industries.

SKILLS

Copywriting, Digital Marketing Strategies, Email Marketing, Content Strategy, Account Management

WORK EXPERIENCE

Digital Marketing Specialist / Campaigns

Genoo - April 2016 - April 2017

- Create weekly blog articles with focus on marketing automation.
- Write email nurture sequences responsible for capturing 250 new leads within 6 months.
- Craft optimized landing pages which raised engagement kpis by 6% against prior year.
- Create targeted marketing campaigns via email and social media platforms that align with perfect potential customers.
- Manage clients brands [revenue of over 3.2mm] through email, social, and website.
- Analyze metrics that helped reduce marketing cost by 13% over prior year.
- Magento, wordpress, google analytics, camtasia, ms office, marketing automation [constant contact].

Digital Marketing

Alive And Social - August 2015 - December 2015

- Increased podcast listenership 37% by writing personalized social media posts for 30+ podcasts.
- Captured 15k monthly by creating case studies for industry-leading advertisers (coors light, cadillac, and blue moon).
- Psychological analyst—ability to read both client and consumer wants, needs, and concerns, and understand what problems / solutions need to be addressed.
- Co-led strategic meetings with top-level management to formulate strategies on complex start-up business road blocks.
- Presented website traffic figures and statistics at monthly client meetings.
- Designed stage specific customer groupings based on client needs and marketing goals.
- Analyzed and presented digital marketing campaign results for multiple accounts and industries.

EDUCATION

Master of Arts in Advertising/PR - 2009 to 2011(Ellis College Of NYIT - Chicago, IL)

Bachelor of Arts in Technical Communications - 2006 to 2008(Metropolitan State University - Saint Paul, MN)