

JACQUELINE SMITH

Digital Marketing Manager

SUMMARY

Solution-oriented and proactive digital marketing player, centered in Search Engine Optimization with additional experience in Social Media Marketing. Have ability to learn quickly, often in high pressure situations, in order to fully understand a new product. Seeking to take the next career step with respected organization.



CONTACT INFO:

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SOFT SKILLS:

- Decision Making
- Ability to Meet Deadlines
- Time Management
- Multitasking

HARD SKILLS:

- Search Engine Optimization
- Google Analytics
- Developing Online Marketing Strategy
- Recognizing Seasonal, Daily and Monthly Trends in Viewer Traffic
- HTML/CSS
- Adobe Illustrator
- Storytelling
- Advertising on Instagram and Facebook
- Editing Content
- Planting Stories within Social Media
- Project Management

PROFESSIONAL WORK

Helvetica

SEO SPECIALIST

MAY 2008 - FEB 2012

- Gathered metrics on campaign and collateral material for search optimization
- PPC campaign management
- Worked with Search Console, MOZ, SEMrush, Ahrefs
- Keyword research
- Link building

Mongrow

SMM MANAGER

OCTOBER 2012 - MAY 2019

- Guided marketing staff on a Facebook content sharing schedule that resulted in a 50% increase in follower count
- Created effective content strategy with high engagement and user retention rate.
- Improved brand awareness from 13% to 38%

ACADEMIC BACKGROUND

Rowtier College

J.D. PROGRAM

GRADUATION: JUNE 2005

- President, Rowtier College Marketing Students Association
- Editor, Rowtier Marketing Beacon
- Teaching Assistant, Intro to Search Engine Optimization

Alabama University

B.A. MARKETING DEPARTMENT

GRADUATED JUNE 2010

- Class of 2018 Salutatorian
- Editor-in-Chief, Rowtier College Student Newspaper
- Minor in Political Science
- English Department Student Assistant