

STEWIE GRIFFIN

Digital Marketing Associate

PROFESSIONAL EXPERIENCE

Online Marketing Associate

Aug '14 - Present

Budgeting & Campaign Management

- Working as a part of the 5-member digital marketing team to develop the online presence of the electronics brand
- Handling a total budget of USD 100k to run digital marketing campaigns
- Administered 10+ campaigns successfully with a total of 5 Mn. + impressions in 3 years

Search Engine Optimization

- Gained an in depth understanding of the page ranking algorithms for various search engines
- Writing content including blogs etc. on a daily basis for SEO; completed a total of 150+ blogs
- Upgraded the Page-rank of the website successfully to bring it on the Top 5 of results

CONTACT

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SUMMARY

3+ years experienced Digital Marketing professional highly skilled in conducting search engine optimization, email marketing campaigns, social media marketing, keyword research etc.