

Damien Burgundy

Digital Marketing Executive



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SF, CA

SUMMARY

3 years experienced Digital Marketing Professional with a track record of conceptualizing and aggressively implementing digital marketing initiatives spanning SEO, SEM, email marketing, social media, etc. to drive brand visibility and growth. Proficient in liaising with influencers to forge strategic alliances & delivering user-centric solutions in compliance with client requirements. Highly skilled in executing content strategy and online marketing campaigns to deliver compelling business value to key stakeholders and clients.

KEY SKILLS

- Content Strategy • Digital Marketing • Brand Visibility • SEO & SEM • Product Promotion • User Engagement • Keyword Optimization • Email Marketing • Organic Search • PPC Campaigns • Social Media • Team Leadership

AWARDS

- Executive of the Year | Dec '17
- Marketing Champ | Jun '16

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Dec '16 – Jun '18

The State Newspaper

SF, CA

The State Newspaper is an English-broadsheet daily newspaper distributed in 20 countries globally

- **Led a team of 5** to conceptualize and coordinate **online promotion strategies** in collaboration with teams spanning Sales, Marketing and Support

Search Engine Marketing (SEM)

- Brainstormed with the Marketing Manager to streamline SEM channels, implement **PPC campaigns** and **boost traffic by 1000%**
- Published CPC and CPI display ads on Google, Facebook, Yahoo, Bing, etc.
- Achieved the **lowest CPC across the industry** valued at USD 0.06 per click

Search Engine Optimization (SEO)

- Interfaced with the Digital Marketing Manager to **formulate** the **annual SEO strategy** for the firm
- Solicited user feedback and deployed tools like Google **Keywords Planner**, **Moz**, **Google Trends**, **Google Analytics**, etc. to generate relevant SEO content
- Utilized the existing network and reached out to high-profile websites and blogs to secure **backlinks** and boost the **domain authority from 6 to 24**
- Successfully revamped the **Google page ranking** from **9th page to the 1st page**
- Increased **customer outreach by 30%** in **100 days** by **optimizing 300+ articles**
- Single-handedly boosted **revenue from organic search** channels **by 14%**

Email Marketing & Social Media

- Successfully executed the email marketing campaign to **on-board 1500+ new users** within 3 months and **reduce the drop-off rate by 23%**
- Identified and prioritized **Reddit & Quora** as high-worth platforms to generate **traffic from scratch from 10+ countries** like **US, Canada, UK, Australia**, etc.
- Deployed **Buffer** to target leading social media channels & **drive brand visibility**

Online Marketing Consultant

Aug '15 – Dec '16

Marketing & Media Management Consultancy

SF, CA

Turnover of USD 1 million and deals with 4000 employees annually

User Engagement & Brand Visibility

- Enhanced **Twitter following** from **30 to 2,000+ within 2 months** by curating engaging content & forging alliances
- Formulated the strategy of leveraging **guest blogging** to generate awareness and boost **brand visibility by 30%**
- Revamped the Facebook & Google webpage to include **4,000+ reviews (from 250)** & reduced **lead acquisition cost by USD 450k**

EDUCATION

Bachelor of Business Administration (B.B.A) - Marketing

May '12 – May '15

University of New York

NYC, US