

Carter Andrade

SKILLS

Marketing

Data-driven marketing · SEM · SEO ·

Email Campaigns · Digital Strategy ·

Content Marketing · CRM

Marketing Tools

Google Analytics · Hootsuite ·

Facebook Business · Google Ads ·

Google Tag Manager · Hotjar ·

Axiom Digital · Mailchimp · Salesforce

CERTIFICATION

Salesforce Administrator

Salesforce,

Project Management Certification

Project Management Institute, 2012

Professional Certified Marketer

American Marketing Association,

STRENGTHS

Growth Mindset

Always striving to be the best version of myself. I think this goes hand in hand with marketing, which is here to help companies grow.

Result-Oriented

I always make sure to create roadmaps before any new project to know what I am aiming for.

Time management

Acquired my Master's degree while working full-time at a new job.

Digital Marketing Manager at Amazon

+1-965-476-7600 @ raymond.johnson@gmail.com

linkedin.com/in/raymond.johnson San Francisco, CA

SUMMARY

Digital Marketing Manager with over 12 years of experience working in consumer electronics retail. Well-acquainted with creating data-driven marketing campaigns, SEO, social media management and content marketing. Implementing "Refer-a-friend" campaign resulted in over 9,000 new clients and \$2.5M+ in additional revenue in 6 months for NewEgg.

EDUCATION

M.S. Marketing & Management

University of California, San Francisco

GPA | 3.9 / 4.0

2011 - 2012

San Francisco, CA

EXPERIENCE

Digital Marketing Manager

2017 - Present

Octopus

San Francisco, CA

Octopus is a digital marketing agency that specializes in creative digital marketing solutions, SEO, branding and content.

- Leading a team of 15 designers, marketers and analysts
- Created 70+ Facebook posts and 50+ ads on a weekly basis for multifamily housing and hospitality clients
- Created and implemented the SEO strategy for 23 clients
- Reached 43% average monthly increase in credit card applications via Facebook advertising for Revolut
- Developing 2-3 marketing strategies and campaigns each quarter

Digital Marketing Manager

2011 - 2017

NewEgg

San Francisco, CA

Newegg Commerce, Inc. is an online retailer of items including computer hardware and consumer electronics.

- Coordinated marketing activities amongst 25 team members
- Generated a 200% uplift in organic traffic to the website in 6 months through extensive SEO
- Implemented "Refer-a-friend" campaign resulting in over 9,000 new clients and \$2.5M+ in additional revenue in 6 months
- Launched email marketing campaign that contributed 10% of sales

Digital Marketing Specialist

2007 - 2011

BestBuy

San Francisco, CA

Best Buy Co., Inc. is an American multinational consumer electronics retailer.

- Optimized 6M/day traffic funnels using analytics
- Created engaging email campaigns and email outreach resulting in 70% response rate and keeping leads interested/becoming clients
- Revamped marketing and helped to grow overall revenues by 18%
- Developed new marketing strategies utilizing a \$2 million quarterly budget to outperform competitors