



# ARNOLD KERR

## DIGITAL MARKETING SPECIALIST

### WORK EXPERIENCE

#### MARKETING ASSISTANT

*1Mabomo (June 2017 - June 2019)*

- Assisted in the planned and forecasting of tactics that support program success
- Assisted in designing persona based marketing campaigns and interpret performance data into actionable insights for improving ROI

#### DIGITAL MARKETING SPECIALIST

*Digital Spark (May 2013 - June 2017)*

- Optimized outreach campaigns through critical analysis of messaging, audience responses and resulting brand placements to continuously improve campaign results
- Managed partner relationship with cloud marketplaces

### EDUCATION

#### UNIVERSITY OF DELAWARE

*Bachelor of Science in Marketing*

- President of University of Delaware Student Marketing Organization
- Member of the Student Business Organization

### HARD SKILLS

- Data analysis
- Paid social media advertising
- Email marketing
- Search engine marketing
- Social media marketing
- Content marketing
- Viral marketing

### SUMMARY

Extremely motivated Digital Marketing Specialist with 3+ years of experience specializing in inbound marketing. Have a proven ability to come up with interesting ideas for unforgettable marketing campaigns.

### CONTACT ME

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123 Anywhere Street, Any City,

State, Country 12345

### SOFT SKILLS

- Great communication skills
- Success working in any environment
- Ability to work under pressure
- Ability to follow instructions and deliver results

### CERTIFICATIONS

- Google AdWords Certification
- Google Analytics Certification
- Facebook Ad Certification
- YouTube Certification
- American Marketing Association (AMA) Digital Marketing Certification

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