

# ROBERT SMITH

## Director of Digital Marketing

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### SUMMARY

Digital Marketer with 10+ years experience with the six pillars of inbound marketing which includes PPC, SEO, Content Development, Blogging, Social Media, and Email. With a strong focus on the key business metrics including revenue, profit, demand, traffic, site conversion, retention, and engagement.

### CORE COMPETENCIES

Marketing, Optimization, Project Management, Search Engine Optimization, UI, Loyalty programs, Brand Management, Digital Marketing Campaigns, Digital Strategy.

### PROFESSIONAL EXPERIENCE

#### Director of Digital Marketing

Denios - 2014 – Present

##### Key Deliverables:

- Provide digital leadership for new business opportunities including digital strategy development spanning owned, earned and paid media.
- Manage, and develop content strategies leveraging vast experience in writing and editing for SEO, blog posts, social media, and white papers.
- Interface with the product and engineering teams to rapidly design, iterate, build and optimize landing pages, learning centers, user flows, UX, and product funnels.
- Defining campaigns and programs to meet and exceed quarterly sales lead targets, measuring performance, utilizing marketing automation platforms and CRM systems.
- Partner with the marketing team to optimize marketing automation and lead nurturing processes through email, content, and social channels.
- Provide customer analysis, segmenting customers, establishing the reporting infrastructure, tracking performance, and presenting the results to the team.
- Managing, motivating and mentoring an in-house digital team, leveraging the team's strengths through engaging and effective team management.

#### Internet Marketing

Passport Health Plan - 2012 – 2014

##### Key Deliverables:

- Turned around under-performing web presence within the marketing department. Initiated, planned, design, executed, monitored and controlled the re-development of the corporate website.
- Improved performance, reduce customer errors and drive customer satisfaction. Also, managed SEO strategies for on-site department web page optimization.
- Led cross-functional web marketing team, representing all online-marketing functions.
- Revamped web production processes including new project management and QA procedures.