

# First Last

## Digital Transformation Consultant

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Digital transformation consultant with 9+ years of experience etching technological change into companies' work culture. Key achievement: spearheaded the implementation of 4 new technologies that enhanced productivity by 35% while reducing operating costs by \$3050+ in the first quarter.

### RELEVANT WORK EXPERIENCE

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**Resume Worded, New York, NY** 11/2018 – Present

#### Digital Transformation Consultant

- Conceived and introduced an event management software that enables clients to set up their events online, reducing administrative overhead by 67%.
- Spearheaded the execution of a digital transformation approach to improve customer experience and increase sales, increasing revenue bi-annually by \$2200+.
- Developed an e-voting system that permits the real-time display of results, reducing resources needed to gather, analyze and publish outcomes, which increased transparency by 56% YoY.
- Assisted in developing business cases for new digital transformation projects, increasing effectiveness and efficiency by 77%.

**Growthsi, San Francisco, CA** 11/2016 – 10/2018

#### Digital Marketing Lead

- Coordinated with advertising and media experts to create and execute new marketing strategies, resulting in a 34% increase in marketing outcomes.
- Increased website traffic from social media platforms from 19% to 56% by optimizing social profiles, implementing the use of social proof, and engaging the audience.
- Enhanced website conversion rate by 67% through creating engaging content and strengthening call to action (CTA) copy, increasing sales by \$48K monthly
- Developed and managed posts for the social media calendar of 29 HNIs; attained an 800+ weekly followership.

**Resume Worded Exciting Company, San Francisco, CA** 08/2012 – 10/2016

#### SEO Officer

- Analyzed test data, identified trends and insights, and designed and implemented new strategies that increased return on investment (ROI) by 31% within 4 months.
- Improved search engine optimization (SEO) positions for target keywords by 16% by recommending changes to the company's website architecture and content linking.
- Collaborated with the editorial and marketing teams to drive high-quality SEO content creation, increasing website ranking on search engines by 97%.

### EDUCATION

**Resume Worded University, New York, NY** 07/2012

Bachelor of Science – Computer Science

### SKILLS

**Industry Knowledge:** SEO Algorithms (Advanced), SEM (Experienced), PPC Campaigns, Marketing Conversion.

**Hard Skills:** Data analysis, Digital Marketing, DevOps, Artificial Intelligence, Process Transformation.

**Tools and Software:** AdTech (Facebook, Google), Photoshop, Adobe Illustrator, Google Analytics, Mixpanel.