

Emma Wilson

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(555) 456-7890

Los Angeles, CA

PROFESSIONAL SUMMARY

Results-driven Marketing Manager with over 6 years of experience in digital marketing and brand strategy. Expert in campaign management, SEO, and social media growth strategies.

EXPERIENCE

Marketing Manager | BrandBoost | Mar 2019 - Present

- Developed and executed multi-channel marketing campaigns, increasing customer engagement by 40%
- Managed a \$500K annual budget, optimizing spending to improve ROI by 30%
- Led a team of 5 marketers to create compelling brand narratives and ad content
- Implemented SEO strategies that improved website traffic by 50%

Social Media Specialist | AdVision | Jan 2016 - Feb 2019

- Increased social media followers by 200% through targeted content strategies
- Analyzed social media insights to improve content performance and engagement rates
- Collaborated with influencers to expand brand awareness
- Managed paid advertising campaigns on Facebook, Instagram, and LinkedIn

EDUCATION

Bachelor of Science in Marketing - University of Southern California (2015)