

**John A. Applicant**

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**PROFESSIONAL SUMMARY**

Results-driven marketing professional with 5+ years of experience in digital marketing, content strategy, and campaign management. Proven track record of increasing engagement by 40% and ROI by 25% through data-driven strategies. Skilled in SEO, PPC, and social media marketing.

**KEY SKILLS**

- Digital Marketing Strategy
- SEO/SEM & PPC Campaigns
- Social Media Management (Facebook, Instagram, LinkedIn)
- Google Analytics & Data Analysis
- Content Creation & Copywriting
- Project Management

**PROFESSIONAL EXPERIENCE****Senior Digital Marketing Specialist**

ABC Marketing Agency, City, ST | Jan 2020 – Present

- Lead a team of 5 to execute digital marketing campaigns for 15+ clients across various industries
- Increased average client ROI by 25% through optimized PPC campaigns and A/B testing
- Developed content strategy that improved organic traffic by 40% year-over-year
- Managed \$500K+ annual digital ad budget with 20% reduction in CPA

**Marketing Coordinator**

XYZ Corporation, City, ST | Jun 2017 – Dec 2019

- Implemented SEO strategies that improved search rankings for 30+ key terms
- Managed company social media accounts, growing followers by 150% in 18 months
- Created email marketing campaigns with 35% average open rate (industry avg: 20%)

**EDUCATION**

## **Bachelor of Business Administration - Marketing**

University of State, City, ST | Graduated: May 2017

- GPA: 3.7/4.0
- Dean's List (4 semesters)

### **CERTIFICATIONS**

- Google Ads Certification (2022)
- HubSpot Content Marketing Certification (2021)

### **TECHNICAL SKILLS**

- Google Analytics, Google Ads, SEMrush
- Hootsuite, Buffer, Mailchimp
- HTML/CSS (Basic), WordPress

### **VOLUNTEER WORK**

Marketing Consultant | Local Non-Profit Organization | 2018-Present

- Provide pro bono digital marketing services to help increase donations by 30%