**EMILY RODRIGUEZ**

Digital Marketing Specialist | Growth Hacker

Contact Information:

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Location: Austin, TX

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SUMMARY

Creative digital marketer with 3+ years driving growth through SEO, content marketing, and

social media campaigns. Data-driven approach with proven ROI improvements.

SKILLS & EXPERTISE

Digital Marketing: SEO, SEM, PPC, Email Marketing

Social Media: Facebook Ads, Instagram, LinkedIn, Twitter

Analytics: Google Analytics, SEMrush, HubSpot, Hootsuite

Content: Copywriting, Content Strategy, Blog Management

Design: Canva, Adobe Photoshop, Video Editing

Technical: HTML/CSS basics, WordPress, Mailchimp

EXPERIENCE

Digital Marketing Specialist

Growth Marketing Agency, Austin, TX

Jan 2022 - Present (2 years 10 months)

• Managed $200K annual marketing budget across multiple channels

• Increased organic traffic by 150% through SEO optimization

• Created email campaigns with 25% open rate (industry avg: 15%)

• Led social media strategy generating 50K+ followers

Marketing Coordinator

E-Commerce Startup, Dallas, TX

June 2020 - Dec 2021 (1.5 years)

• Developed content calendar and published 100+ blog posts

• Managed PPC campaigns achieving 3.5x ROAS

• Coordinated with design team on marketing materials

• Analyzed campaign performance and provided weekly reports

EDUCATION

Bachelor of Arts in Marketing

University of Texas at Austin

Graduated: May 2020

Minor: Communications

CERTIFICATIONS

✓ Google Ads Certification (2023)

✓ HubSpot Content Marketing Certification (2022)

✓ Facebook Blueprint Certification (2021)

✓ Google Analytics Individual Qualification (2020)

ACHIEVEMENTS

→ Grew company blog from 0 to 100K monthly visitors

→ Increased email subscriber list by 200%

→ Won "Best Campaign" award at Austin Marketing Summit 2023