

# Alex Morgan

Marketing Specialist

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## Professional Profile

Results-driven Marketing Specialist with experience in digital marketing, campaign management, and brand growth. Skilled in data-driven decision making, content strategy, and cross-functional collaboration to increase engagement and conversions.

## Work Experience

### Marketing Specialist – BrightWave Agency (2022 – Present)

- Planned and executed digital marketing campaigns across social media, email, and search platforms
- Increased website traffic by 35% through SEO and content optimization
- Analyzed campaign performance and prepared monthly reports for stakeholders

### Junior Marketing Coordinator – Nova Brands (2020 – 2022)

- Supported brand campaigns and product launches
- Managed social media calendars and community engagement
- Assisted in market research and competitor analysis

## Education

### Bachelor's Degree in Marketing

University of Applied Sciences, 2020

## Key Skills

Digital Marketing • Content Strategy • SEO/SEM • Social Media Marketing • Email Campaigns • Google Analytics • CRM Tools • Market Research • Copywriting

## Languages

English (Fluent) • German (Professional)