

CONTACT

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 New York, NY

 emily.richards@email.com

 linkedin.com/in/emilyrichards

SUMMARY

Digital marketing professional with over 5 years of experience in designing and executing successful digital strategies. Specialized in campaign management, SEO optimization, and data analytics for leading companies. Creative and results-driven, skilled at transforming data into actionable insights to drive traffic, engagement, and conversions. Proven ability to work in multidisciplinary teams and perform under pressure.

SKILLS

- Campaign management & performance tracking
- SEO & content strategy
- Google Analytics & data reporting
- Social media marketing
- Email marketing & CRM management
- Team leadership & collaboration

LANGUAGES

- English: Fluent
- Spanish: Native
- German: Intermediate

SOFTWARES

- Google Analytics
- WordPress
- Canva

EMILY RICHARDS

DIGITAL MARKETING MANAGER

WORK EXPERIENCE

Digital Marketing Manager, 20XX – 20XX

Wasp Marketing, New York, NY

- Designed and managed digital campaigns, achieving an average ROI of 5X.
- Implemented SEO strategies, increasing organic traffic significantly.
- Developed digital content strategies to boost engagement across social.

Marketing & Communications Assistant, 20XX – 20XX

Michelin, Chicago, IL

- Managed projects ensuring deadlines and objectives were met.
- Conducted SEO audits and implemented strategies to enhance visibility.
- Launched marketing campaigns, improving conversion rates by over 15%.

Content Manager & Digital Campaign Coordinator, 20XX – 20XX

Boeing, Los Angeles, CA

- Created content for the company blog, increasing brand visibility.
- Coordinated internal and external communication campaigns.
- Organized digital events while adhering to allocated budgets.

Freelance Community Manager, 20XX – 20XX

Various Clients (Startups, NGOs), San Francisco, CA

- Managed social media accounts for 3 startups, growing their audience.
- Created visual and editorial content across multiple digital platforms.
- Trained teams in communication and management tools.

EDUCATION

Master's in Digital Marketing & E-Commerce, 20XX – 20XX

Columbia University, New York, NY

Courses: UX Design, Visual Communication, Project Management

Bachelor's in Communication & Media, 20XX – 20XX

University of California, Berkeley, CA

Specialization in Digital Content Strategy and Communication

High School Diploma in Science (Mathematics Focus), 20XX

New York High School, New York, NY

Graduated with Honors

REFERENCES

John Smith, Sales Director, TotalEnergies

John.smith@email.com, +1 (917) 777-7777

Pablo Mesa, Project Manager, Publicis USA

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