

## CONTACT

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📍 New York, NY

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## 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*

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**Pablo Mesa**, Project Manager, *Publicis USA*

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