

Cecily Bakker

Digital Marketing

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Summary

Successful development of marketing campaigns with engaging prospects on social networks to ensure target audience is reached, resulting in an increase of sales by 35%. Team building and leadership skills to motivate and mentor in-house group through engaging and effective management. Driven and knowledgeable in popular design and marketing software with strong analytical and critical thinking skills to properly and effectively multitask while meeting deadlines.

Experience

Digital Marketing | Edgewater LTD - Germany | August 2016 - March 2022

- Detailed analysis of campaign results by developing a spreadsheet to properly organize data for maximum efficiency
- Spearheaded a redevelopment project for local community company, introducing a new platform decreasing page load
- Initiated a focus on conversion rates and introduced a post-click marketing platform for increasing page conversion
- Recognized emerging trends, consulted on target marketing and gathered metrics on campaigns for search optimization
- Maintained and organized digital multimedia material using Dropbox and Google Drive
- Steered quarterly growth through assessment of past performances and data-driven marketing

Digital Marketing | Northern, Inc. - Netherland | November 2015 - August 2016

- Supported senior teammates with marketing analytics, statistics and research used in quarterly reports to executives
- Developed a new multi-platform marketing technique that helped to boost sales for company clients
- Assisted in devising new strategies to drive web traffic to company websites and implement those ideas through web, email and social media outlets
- Utilize various marketing forms to draw traffic to websites such as SEO (Search Engine Optimization) and paid to search engines

Education

Bachelor's Degree in Digital Marketing | St. Helena University - Helena

- GPA: 3,20

Skills

Google Analytics (Advanced) | SEO/SEM best practices (Advanced) | Community engagement (Advanced) | Web design (Intermediate) | Social media marketing (Advanced)

Languages

English (Native) | Japan (Intermediate)