

# Robert Smith

## Digital Marketing Analyst

### PERSONAL STATEMENT

Multi-faceted marketing professional with 1+ year of experience as a Digital Marketing Analyst, having in-depth knowledge of graphic/web design, copywriting, e-mail marketing and digital marketing.

### WORK EXPERIENCE

#### Digital Marketing Analyst

Krayden Inc - November 2017 - Present

##### Responsibilities:

- Managing and developing marketing automation campaigns via salesforce (Pardot).
- Optimizing over 1000 different corporate website landing pages with &quot;WordPress and &quot;Magento&quot; e-commerce platforms for premier google search results.
- Research and coordinating global &quot;search engine optimization&quot; (SEO) campaigns to amplify website revenue, leads, and overall business.
- Performed intricate data analysis to strategically improve overall website search volume, Leads, sales, improved bounce rates, and conversions.
- Developed the departments master excel spreadsheets for the entire digital, print, and special releases.
- Generated and analyzed sales reporting on top titles/issues, pricing, and market trends using the Alfred internal database and Apple iTunes.
- Queried the database for quick insights to support other teams such as product management.

#### Digital Marketing Design Specialist

Icon Information Consultants (level 3/centurylink) - May 2017 -

November 2017

##### Responsibilities:

- Developed custom wide area network (wan) marketing designs for industry-leading portfolio managers and their prospective multi-million dollar clients.
- Leveraged Microsoft office and the full Adobe suite to create individual custom marketing campaign designs for level 3/centurylink sales team and managers.
- Provided in-depth digital marketing strategies to over 20 different account managers with million dollar sales accounts.
- Publish trending content based on current events and industry happenings.
- Provide clients with best practice recommendations of social media utilization.
- Develop custom reports based the on client&rsquo;s ongoing reputation performance.
- In charge of advertising on facebook and google AdWords planning,

### CONTACT DETAILS

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
[www.qwikresume.com](http://www.qwikresume.com)

### SKILLS

Word Press, Magento,  
Google Adwords, Google  
Analytics, Salesforce,  
Microsoft Office, Adobe  
Suite, Sales, And Pardot.

### LANGUAGES

English (Native)  
French (Professional)  
Spanish (Professional)

### INTERESTS

Climbing  
Snowboarding  
Cooking  
Reading

### REFERENCES

Reference - 1 (Company  
Name)  
Reference - 2 (Company  
Name)

execution, reporting, analysis.

## **Education**

Economics - January 2016 to Present(University Of Colorado -  
Boulder, CO )Journalism - 2014 to 2016(Aims Community College )  
General in General - August 2008 to May 2012(Broomfield High School  
- Broomfield, CO )