

ROBERT SMITH

Digital Marketing Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Results-oriented professional bringing more than 3 years of wide-ranging experience as a Digital Marketing Analyst, executing measurable marketing campaigns for several businesses. Successful in driving relationships, traffic, and revenue.

CORE COMPETENCIES

Adobe Photoshop, Adobe Illustrator, Wordpress, Microsoft Office, Social Media Marketing, Social Media Management, Digital Illustration, Bitly, And Hootsuite.

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst

Lafayette Life Insurance Company - September 2017 – Present

Key Deliverables:

- Develops, deploys, and manages content on various company websites and other digital platforms, including mobile and social.
- Defines and owns daily, monthly and quarterly digital reporting, as well as ad hoc projects for Lafayette life group's digital assets and campaigns.
- In partnership with the digital marketing COE, recommends digital marketing opportunities, projects, and endeavors.
- Develops business cases for recommendations of VP and Senior VP marketing and executes programs.
- Creates and deploys digital content in partnership with enterprise resources.
- Assisting field management in supporting associate compliance to digital marketing.
- Making recommendations derived from digital data to support planning initiatives.

Analyst

ABC - November 2015 – August 2017

Key Deliverables:

- Research keyword trends via google analytics, google webmaster tools and google trends.
- Provide clients with strategic recommendations to improve organic search performance.
- Develop and present reporting presentations, showcasing program results and recommendations based on past performance and strategy.
- Perform research based on trending topics and keywords related to client goals and events.
- Write, edit, and manage both internal blogs and client blogs using current SEO standards and best practices.

ROBERT SMITH

Digital Marketing Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

- Research trending keywords and topics to develop weekly and monthly content calendars and editorial guides.
- Develop social media content calendars and editorial guides to enhance client's social presence

EDUCATION

Bachelors in Communication Studies - 2013 to May 2017(IUPUI - Indianapolis, IN)

