

ROBERT SMITH

Jr. Digital Marketing Analyst

info@qwikresume.com | <https://Qwikresume.com>

A self-motivated and organized professional with more than 1+ year of experience in Digital Marketing. Strong background in web analytics and customer service. Looking for a full-time position to build upon my previous digital marketing experience and drive companies growth.

OCTOBER 2011 - NOVEMBER 2012

JR. DIGITAL MARKETING ANALYST - INTERACTIVITY MARKETING/IHOTEL MARKETING

- Worked on a two-person analyst team at a busy marketing agency. Developed and executed strategic digital marketing initiatives for a variety of clients spanning multiple verticals including hotels, large e-commerce retailers, and real estate.
- Wrote weekly SEO-optimized blog posts, press releases, and articles for various clients.
- Regularly communicated with clients including presenting results and making recommendations.
- Managed pay-per-click (PPC) accounts for up to 30 clients at a time with budgets totaling up to \$36k per month in Google Adwords including setup, strategy, keyword research, ad copy creation and continuous optimization.
- Conducted detailed website audits to assess current digital marketing efforts and develop optimization strategy.
- Executed SEO strategies including optimization of on-site content and improvements to site architecture.
- Analyze and act on data from google analytics, sem campaigns, customer databases and email campaigns.

SEPTEMBER 2011 - OCTOBER 2011

ANALYST - THE BRANDON AGENCY

- Assisted in the planning of holiday media plan for the large national client to include tv, radio, online and print media.
- Played a lead role in conversion rate optimization (CRO) strategies including development of landing pages.
- Regularly strategized with team members to identify creative opportunities to increase clients success.
- Conducted regular analysis on accounts across key metrics and use data to execute modifications and make recommendations for optimum performance.
- Oversaw the digital metadata for google/kindle/nook/iBooks platforms that improved data analysis efficiency by 50%.
- Queried the database for quick insights to support other teams such as product

management.

- This is Dummy Description data, Replace with job description relevant to your current role. In case if you dont need it you can delete it.

EDUCATION

Bachelor Of Science in Marketing - 2004(Clemson University - Clemson, SC)

SKILLS

Marketing Communications, Digital Marketing, Media Planning, Search Engine Optimization, Pay-Per-Click Advertising, Blog Writing, Project Management, Traffic Coordination, Print Production, Public Relations, And Research.