Robert Smith

Digital Marketing Analyst II

CONTACT DETAILS

1737 Marshville Road, Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

PERSONAL STATEMENT

Data-driven Digital Marketing Analyst with 6+ years of experience. It spans data collection and formatting, marketing research, inbound/outbound marketing activities, social marketing/managing (Facebook, Instagram, Twitter), and assessing campaigns to optimize yield and maximize results.

WORK EXPERIENCE

Digital Marketing Analyst II

Ascend Growth Partners -   February 2016 – Present

Responsibilities:

- Operate internal and client campaigns using optimal targeting methods and continuous a/b testing and iteration.
- Collaborate with manager to develop buyer personas and map customer journey.
- Research - perform research to determine organic search opportunity, through content, backlink, and keyword analysis.
- Perform outreach to publishers and other high authority link targets for backlink acquisition.
- Content development - work with copywriters and designers to ensure SEO agenda is met.
- Testing and iteration - continuously refine search strategy based on performance.
- Identify target demographics on Facebook and Instagram, with testing and iteration to optimize for KPIs (ranging from ROI, revenue, conversion).

Analyst

Fluke -   October 2012 – February 2016

Responsibilities:

- Coordinated and performed picking and shipping of inter-org and external orders.
- 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.
- Create social media profiles, page promotions, contests, and other CTAS.
- 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’s ongoing reputation performance

SKILLS

HTML, SQL, TABLEAU, Google Analytics, Adobe Analytics, Google Adwords, Mailchimp, Hootsuite, MS Office Suite, Designing Tools Like FrontPage, Dreamweaver, And Photoshop.

LANGUAGES

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

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference – 1 (Company Name)
Reference – 2 (Company Name)

Education

Political Science - 2004 to 2009(University Of Washington)