

Sophia Martinez

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Professional Summary

Creative and results-driven Digital Marketing Specialist with 7+ years of experience in SEO, PPC, content marketing, and social media strategy.

Work Experience

Digital Marketing Manager | HubSpot | 2019 - Present

- Led a team to increase organic traffic by 40% through SEO optimization.
- Managed PPC campaigns, reducing cost per acquisition by 25%.

SEO Specialist | Adobe | 2016 - 2019

- Conducted keyword research and optimized content for search engines.
- Improved website ranking, increasing leads by 30%.

Education

B.A. in Marketing | University of Florida | 2015

Skills

- SEO, Google Ads, Facebook Ads
- Content Strategy & Copywriting
- Data Analytics (Google Analytics, Tableau)

Certifications

- Google Ads Certification
- HubSpot Content Marketing Certification
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