



ELIZABETH JONES

DIGITAL MARKETING

Have been working in the digital marketing industry for more than nine years. My principle in working is exposure because the core of digital marketing is all about how to increase the exposure of the promoted product.

CONTACT

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EDUCATION

BROWN BUSINESS
SCHOOL

► Marketing Digital

WOTTON UNIVERSITY

► Master in Digital Marketing

SKILLS

- Digital marketing strategy
- Web programming
- Copywriting
- SEO

LANGUAGE

- English - Advanced
- French - Native

EXPERIENCE

Digital Marketing Intern

- Created the testing plan for Studio Shodwe's social media campaign, leading to the improvement of the ROI by 23% within two months after the template application.
- Assisted the marketing team on the SEO project of the Rimberio Co. website, which has successfully increased the traffic by 15% or 90 new customers per month.

Digital Marketing Manager

- Designed, implemented, and optimized the new promotion campaign for Salford & Co. that increased sales from the social media platform by 300%.
- Led SEO project of Wardiere Inc.'s official online store that increased the monthly visitor by 170,000 visitors and the conversion rate up to 45%.