

## **OLIVIA MARTIN**

Content Marketing Specialist | Email: olivia.martin@email.com | Phone: (555) 345-6789

### **PROFESSIONAL SUMMARY**

Content Marketing Specialist with 3 years of experience in content strategy, creation, and distribution. Proven ability to drive engagement and conversions.

### **CONTENT SKILLS**

- Content Creation: Blog Writing, SEO Content, Social Media, Email Marketing
- Strategy: Content Planning, Editorial Calendar, Audience Research
- Analytics: Google Analytics, Social Media Insights, Content Performance
- Tools: WordPress, HubSpot, SEMrush, Canva, Hootsuite

### **PROFESSIONAL EXPERIENCE**

Content Marketing Specialist | Digital Media Co. | 2020 - Present

- Developed content strategy increasing organic traffic by 150%
- Created 200+ blog posts and articles generating 50K+ monthly views
- Managed social media accounts with 100K+ followers
- Improved email open rates from 15% to 35%

Content Writer | Marketing Agency | 2018 - 2020

- Wrote SEO-optimized content for client websites
- Conducted keyword research and competitive analysis
- Assisted in content strategy development

### **EDUCATION & PORTFOLIO**

Bachelor of Arts in Communications | University | 2014 - 2018

Content Marketing Certification

Writing portfolio available upon request