

NICK PARKER

SOFTWARE

ENGINEER

CONTACT INFO

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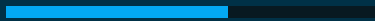
1997-10-24

EDUCATION

University of Michigan,
Ann Arbor, MI, 2006-2010

LANGUAGES

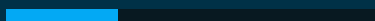
English



Russian



French



PROFILE

An MBA with 5 years of experience developing and managing marketing campaigns and specialized working knowledge of Google Analytics and AdWords, seeks the role of Social Media Marketing Manager with XYZ Inc. to implement successful digital marketing campaigns and provide exceptional thought leadership.

EXPERIENCE

Social Media Marketing Associate, ABC Company, Nashville, TN, 2017-2020 Built a 15k Facebook following and 20k Instagram following for new startup, increasing leads by 160% Developed compelling CTAs for website and social media copy, producing a 60% increase in sales Formulated Instagram strategy and collaborated with influencers in our market to promote top-selling products, resulting in \$200,000 net sales in three months

PROFESSIONALS SKILLS

Three years of specialized experience leading PPC and SEO marketing strategies Managed social media accounts for four businesses with yearly sales over \$500,000 Certified Digital Marketer 2016, Udacity Received Employee of the Year Award at ABC Company 2018 and 2019