

Marketing Specialist Resume

email@example.com • LinkedIn Profile • Portfolio Website

Objective

Results-driven marketing specialist with expertise in digital marketing strategies, social media management, and campaign execution. Proven ability to increase brand awareness, drive engagement, and deliver measurable ROI through targeted campaigns. Seeking an opportunity to apply my skills in a dynamic digital marketing role to help grow brand presence and customer acquisition.

Skills

- **Digital Marketing Tools:** Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, Google Analytics, SEMrush, Hootsuite
- **Social Media Management:** Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest
- **SEO/SEM:** On-page SEO, Off-page SEO, Keyword Research, Content Optimization, Link Building
- **Campaign Management:** Paid Search, Display Advertising, Email Marketing, Affiliate Marketing
- **Content Creation:** Blogging, Copywriting, Visual Content Creation, Video Marketing
- **Metrics and Reporting:** Conversion Rate Optimization (CRO), A/B Testing, Data Analysis, ROI Measurement

Education

Bachelor of Business Administration (BBA) in Marketing

University Name, Location

Graduation Date: Month, Year

Relevant Coursework: Digital Marketing, Marketing Research, Consumer Behavior, Advertising Promotion

Projects

Social Media Campaign for E-commerce Brand

Date

Description: Designed and executed a paid social media campaign on Facebook and Instagram, leading to a 30% increase in online sales. Optimized ad targeting and creative to drive traffic to the website and enhance conversion rates.

Technologies: Facebook Ads, Instagram Ads, Google Analytics

SEO Optimization for Blog

Date

Description: Conducted keyword research and on-page SEO for a blog, resulting in a 50% increase in organic traffic within three months. Focused on optimizing content and improving the website's search engine rankings.

Technologies: Google Analytics, SEMrush, WordPress

Professional Experience

Digital Marketing Specialist

Company Name, Location

Month, Year - Present

- Developed and executed comprehensive digital marketing strategies across social media, email marketing, and paid campaigns.
- Increased social media engagement by 40% by targeting the right audience and creating high-quality content.
- Conducted A/B testing for ads and landing pages to optimize conversion rates, resulting in a 25% increase in leads.
- Analyzed campaign performance data to generate insights and report ROI, improving marketing spend efficiency.
- Managed a team of 3 content creators to produce compelling digital content for multiple platforms.

Social Media Manager

Company Name, Location

Month, Year - Month, Year

- Managed day-to-day operations of social media accounts (Facebook, Instagram, Twitter) and grew followers by 50%.
- Developed content calendars, wrote posts, and designed graphics to maintain an active social media presence.
- Increased website traffic by 20% through strategic social media campaigns and influencer partnerships.
- Utilized social media analytics tools to track performance and adjust strategies for maximum impact.

Certifications

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Facebook Blueprint Certification
- Google Analytics Certification

Achievements

- Increased the social media following of a major brand by 50% within 6 months, contributing to a 15% increase in sales.
- Awarded “Best Digital Campaign” by [Company Name] for a campaign that generated 100,000 in revenue. Successfully managed digital marketing budget and achieved a 200% ROI in the first quarter.

Additional Information

- Languages: English (Fluent), [Other Languages]
- Interests: Content creation, Digital trends, Social Media strategies, Photography
- Volunteer: Social Media Volunteer for [Non-profit/Organization Name]