**Rohini Verma**  
[Your Address]  
[City, State, Zip Code]  
Phone: [Your Phone Number] | Email: [Your Email Address] | LinkedIn: [LinkedIn Profile] | Portfolio: [Your Website]

**Profile Summary**

I am a results-oriented marketing specialist with over [X] years of hands-on experience in developing and executing effective marketing strategies. I have a passion for using digital tools to drive brand growth, increase engagement, and improve customer loyalty. My expertise lies in content creation, SEO/SEM, digital campaigns, social media strategy, and data analytics. I have a proven track record of optimizing marketing performance, generating leads, and improving ROI. My goal is to continually enhance my skills in the ever-evolving marketing landscape and create value for businesses through innovative strategies.

**Core Skills & Expertise**

* **Digital Marketing**: Expertise in developing campaigns that improve customer acquisition and retention.
* **SEO & SEM**: In-depth knowledge of optimizing website traffic through organic search and paid search strategies.
* **Social Media Strategy**: Driving engagement and community growth through content creation and management.
* **Data Analytics**: Proficient in Google Analytics and other tools to measure campaign effectiveness and make data-driven decisions.
* **Content Marketing**: Skilled in writing and designing content that resonates with target audiences and drives conversions.
* **Email Marketing**: Expertise in creating high-performing email marketing campaigns to boost customer retention.
* **Brand Development**: Passionate about building and positioning brands to capture attention and generate interest.

**Professional Experience**

**Marketing Specialist**

*XYZ Digital Solutions* – *New York, NY*  
*January 2021 – Present*  
I manage end-to-end marketing campaigns that drive brand awareness and business growth. Key achievements include:

* **Campaign Strategy**: Led a digital marketing campaign that resulted in a 30% increase in website traffic and a 15% increase in customer acquisition.
* **SEO Optimization**: Successfully increased organic search rankings for key product pages, leading to a 25% growth in traffic over six months.
* **Social Media Engagement**: Increased social media followers by 40% by creating targeted content that resonated with our audience.
* **Data-Driven Decision Making**: Utilized Google Analytics and SEMrush to optimize campaigns and adjust strategies based on performance insights.

**Marketing Coordinator**

*ABC Marketing Group* – *San Francisco, CA*  
*July 2018 – December 2020*  
I worked closely with the marketing team to implement successful campaigns and support the growth of brand presence. Some highlights include:

* **Content Creation**: Designed and launched blog posts, newsletters, and social media posts, improving customer engagement and brand recognition.
* **Email Campaigns**: Managed monthly email marketing campaigns with a 20% average open rate and a 10% conversion rate.
* **Event Coordination**: Assisted in organizing webinars and virtual events, boosting audience participation by 50%.

**Junior Marketing Assistant**

*Creative Solutions Agency* – *Los Angeles, CA*  
*June 2016 – June 2018*

* **Market Research**: Conducted competitive analysis and gathered insights that helped shape new product offerings.
* **SEO Support**: Assisted in on-page SEO optimization, leading to a 15% increase in organic search traffic.
* **Social Media**: Managed social media accounts and contributed to increasing engagement by 20%.

**Education**

**Bachelor of Arts in Marketing**  
*University of California, Los Angeles*  
Graduated: *2016*  
Relevant Coursework: Digital Marketing, Consumer Behavior, Brand Strategy, Marketing Analytics

**Certifications**

* **Google Analytics Certified**
* **HubSpot Content Marketing Certified**
* **Facebook Blueprint Certification**

**Technical Skills**

* **SEO/SEM Tools**: Google Search Console, SEMrush, Moz
* **Social Media Platforms**: Facebook, Instagram, LinkedIn, Twitter, TikTok
* **Marketing Automation**: Mailchimp, Marketo, HubSpot
* **Analytics Tools**: Google Analytics, Google Tag Manager
* **Design Software**: Adobe Photoshop, Illustrator, Canva
* **Website Management**: WordPress, Shopify

**Languages**

* English (Fluent)
* Spanish (Intermediate)