Jane Smith

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Location: Melbourne, VIC, Australia

EDUCATION

Bachelor of Business (Marketing) – University of Melbourne, 2018

SKILLS

SEO, Google Ads, Meta Ads, Analytics, Email Campaigns, Canva, SEMrush, Hootsuite

EXPERIENCE

Digital Marketing Manager – BrightBuzz Media (2021–Present)

- Managed SEO strategy, improving organic traffic by 65% YoY.

- Handled $30K/month PPC campaigns via Google & Meta Ads.

- Created weekly performance dashboards using Google Data Studio.

Marketing Executive – FreshFlicks (2018–2021)

- Executed email marketing campaigns (Mailchimp).

- Coordinated influencer outreach and product launch events.

PROJECTS

BrandBoost – Personal blog and portfolio on digital trends.

Web Revamp – Led redesign and UX overhaul for BrightBuzz’s main site.

PROJECT LINKS

https://janesmithmarketing.com

https://github.com/janesmith/brandboost