



# Emily J. Smith

Marketing Manager

## • EDUCATION

2015-2018

Bachelor's Degree in Marketing,  
University of London

Academic Achievement: **9.777 GPA**

## • SKILLS

1. Digital Marketing
2. Data Analysis
3. Team Leadership and Management
4. Content Creation

## • LANGUAGE

1. English
2. Hindi
3. Bengali
4. Spanish

## • CONTACT

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## • CERTIFICATIONS

1. Google Analytics Certification (2020)
2. HubSpot Inbound Marketing Certification (2019)

## PROFESSIONAL SUMMARY

Results-driven marketing professional with 5+ Years of experience in digital marketing, seeking a challenging role that utilizes my skills in campaign management, team leadership, and data analysis.

## WORK EXPERIENCE

### Marketing Manager, XYZ Corporation (2020-Present)

- Developed and executed multi-channel marketing campaigns, resulting in 25% increase in sales
- Led a team of 3 marketing professionals, providing guidance and mentorship to ensure successful project delivery
- Analyzed campaign performance using Google Analytics and provided data-driven recommendations to senior management

### Digital Marketing Specialist, ABC Agency (2018-2020)

- Created and implemented social media strategies, resulting in 500% increase in followers
- Collaborated with cross-functional teams to launch new product campaigns, resulting in 15% increase in sales
- Conducted A/B testing and provided recommendations to optimize website user experience

## ACHIEVEMENT

- Winner of the 2020 Marketing Excellence Award for Best Digital Marketing Campaign
- Published in the Journal of Marketing Research, "The Impact of Social Media on Consumer Behavior" (2020)