

Jane Smith

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Professional Summary

Marketing professional with 7+ years of experience in digital marketing, content creation, and campaign management.

Professional Experience

Digital Marketing Manager - Creative Corp (Mar 2018 - Present)

- Managed digital marketing campaigns that increased website traffic by 40%.
- Developed SEO strategies to improve search engine rankings, achieving a 25% increase in organic traffic.
- Coordinated with design and content teams to create compelling marketing materials.

Marketing Specialist - MarketMakers (Aug 2013 - Feb 2018)

- Implemented email marketing campaigns, resulting in a 15% increase in customer engagement.
- Analyzed market trends to guide marketing strategy development.
- Created and managed social media content to increase brand visibility.

Education

B.A. in Marketing, University of Texas, Austin, 2013

Skills

Digital Marketing, SEO, Content Creation, Google Analytics, Email Marketing, Social Media Management