





# Philippa Placeholder

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 Portland, OR

## ABOUT ME

Results-driven digital marketing specialist with 5+ years of experience developing and executing comprehensive marketing campaigns across multiple channels. Expertise in content marketing, social media management, and marketing automation platforms.

## PROFESSIONAL EXPERIENCE

Mar 2022 – Present	<b>Senior Digital Marketing Specialist</b> TechFlow Solutions <ul style="list-style-type: none"><li>Developed and implemented integrated digital marketing campaigns that increased website traffic by 60% and conversion rates by 35%</li><li>Managed social media presence across 5 platforms, growing follower base from 15K to 45K in 18 months</li></ul>
Jun 2020 – Feb 2022	<b>Marketing Coordinator</b> Greenway Marketing Agency <ul style="list-style-type: none"><li>Assisted in planning and executing marketing campaigns for 12+ client accounts across various industries</li><li>Managed email marketing campaigns with average open rates of 24% and click-through rates of 6.8</li></ul>

## EDUCATION

Sep 2015 – Jun 2019	<b>Bachelor of Arts in Marketing</b> University of Oregon <ul style="list-style-type: none"><li>Magna Cum Laude, GPA: 3.7/4.0</li><li>Relevant Coursework: Digital Marketing, Consumer Behavior, Market Research, Brand Management</li><li>Activities: Marketing Club President, Dean's List (6 semesters)</li></ul>
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## CERTIFICATIONS

Jul 2016	<b>Cambridge Certificate of Proficiency in English</b> Level C2
Jul 2023	<b>Google Analytics Certified</b> Google

## VOLUNTEERING

Oct 2021 – Present	<b>Mentor</b> Young Professionals Network <ul style="list-style-type: none"><li>Develop social media content to promote pet adoptions</li><li>Create promotional materials for fundraising events</li><li>Manage volunteer recruitment campaigns</li></ul>
Oct 2021 – Present	<b>Marketing Volunteer</b> Portland Animal Shelter <ul style="list-style-type: none"><li>Provide career guidance to recent college graduates in marketing field</li><li>Lead workshops on digital marketing trends and career development</li></ul>

## SKILLS AND INTERESTS

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### Languages

German (Native)  
Englisch (Native)  
Spanish (Conversational)

### Social Media

Facebook Ads Manager, Instagram Business, LinkedIn Campaign Manager,  
Twitter Ads

### Design

Adobe Photoshop, Canva, Figma

## DATE / SIGNATURE

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