

📍 Sarah Smith

✉ sarah.smith@email.com | 📞 (987) 654-3210 | 🌐 [linkedin.com/in/sarahsmith](https://www.linkedin.com/in/sarahsmith)

Professional Summary

Creative and data-driven Digital Marketing Specialist with 6+ years of experience in SEO, content marketing, and paid advertising. Proven expertise in Google Ads, social media marketing, and performance analytics. Adept at boosting brand engagement and ROI through innovative strategies.

Marketing Skills

SEO & SEM: Google Analytics, Ahrefs, SEMrush

Content Marketing: Blogging, Copywriting, Content Strategy

Social Media: Facebook Ads, LinkedIn Marketing, Instagram Growth

Email Marketing: Mailchimp, HubSpot, CRM Tools

Advertising: PPC Campaigns, Influencer Partnerships

Work Experience

Digital Marketing Manager | ABC Media Agency (2018 – Present)

Increased organic traffic by 70% through targeted SEO strategies.

Managed Google Ads campaigns with a 3.5x ROAS.

Developed content strategies that boosted engagement by 50%.

Marketing Associate | XYZ Startups (2015 – 2018)

Led email marketing campaigns, improving conversion rates by 25%.

Managed a team of content creators and designers for brand development.

Education

🎓 B.A. in Marketing & Communications | New York University (2015)