

Digital Marketing Manager Digital Marketing Manager Digital Marketing Manager - DAN CUMMINS
AUTO GROUP Lexington, KY Experienced digital marketing professional with a track record of
creating and implementing successful paid and organic media campaigns. Skilled in data analysis,
paid search campaigns, audience targeting / retargeting, copywriting, media buying, and search
engine optimization. Work Experience Digital Marketing Manager DAN CUMMINS AUTO GROUP -
Paris, KY January 2016 to Present Successfully created and managed content for all social media
platforms, while focusing on audience growth and engagement rates. ? Optimized all paid ad
campaigns through smart audience targeting & retargeting. ? Contributed to company blog in an
effort to produce quality site content and improve consumer on-site experience. ? Developed &
launched strategic online marketing campaigns. ? Conduct keyword research so that we could
better reach customers during their online searches. ? Assisted developers in site redesign &
continue to assist in regular site maintenance. ? Respond to all digital customer complaints and
reviews. ? Communicated digital planning & strategy to executives. Sales Representative
CARLSTEDT'S LLC - Lexington, KY January 2015 to January 2016 Built and maintained
relationships with 20-30 clients. ? Provided quality customer service through phone support as well
as regular on-site visits. ? Processed customer orders. ? Ensured that quality items were being
distributed. Construction Maintenance Database Administrator KENTUCKY UTILITIES - Danville,
KY June 2012 to January 2015 Designed & maintained company-wide database responsible for
tracking critical utility issues. ? Database analysis & reporting findings to upper management. ?
Data entry. ? Assisted in the development, testing, and implementation of a new company wide
Global Imaging System. Education Psychology, Economics, Business Management Bluegrass
Community & Technical College August 2004 to May 2006 Skills MARKETING, SEARCH ENGINE
MARKETING, SEARCH ENGINE OPTIMIZATION, ADS, SEARCH ENGINE, SEO, Digital
Marketing, Google Analytics, Illustrator

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