

Sarah Anderson  
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## **Summary:**

Results-driven and highly skilled Digital Marketing Professional with a proven track record in developing and executing digital marketing strategies to drive brand awareness and generate leads. Proficient in various digital marketing tools and platforms to maximize online presence and engagement.

## **Personal Information:**

- Date of Birth: June 10, 1989
- Place of Birth: Jakarta, Indonesia
- Nationality: Indonesian
- Marital Status: Single

## **Education:**

Bachelor of Science in Marketing  
Digital Marketing Institute, Jakarta, Indonesia  
Graduated in 2011

## **Skills:**

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Google Analytics
- Marketing Automation
- A/B Testing
- Data Analytics
- Copywriting
- Graphic Design
- Project Management

## **Work Experience:**

**Digital Marketing Manager - eTech Solutions, Jakarta, Indonesia | July 2015 - Present**

- Developed and executed comprehensive digital marketing strategies to increase website traffic and conversion rates.
- Managed a team of digital marketing professionals and coordinated marketing campaigns across various digital channels.
- Conducted keyword research and implemented SEO best practices to improve search engine rankings.
- Created and managed pay-per-click (PPC) advertising campaigns to drive targeted traffic.
- Utilized marketing automation tools to nurture leads and improve email marketing effectiveness.
- Monitored and analyzed data from various digital marketing campaigns to identify areas for improvement and optimize ROI.

### **Digital Marketing Specialist - WebWizard Co., Jakarta, Indonesia | March 2013 - June 2015**

- Executed social media marketing campaigns on platforms like Facebook, Twitter, and LinkedIn to increase brand visibility.
- Designed and created engaging and shareable content for social media and blog posts.
- Managed email marketing campaigns, resulting in a 20% increase in newsletter subscribers.
- Conducted A/B tests to optimize landing pages and email campaigns.
- Collaborated with graphic designers to create visually appealing marketing materials.
- Assisted in the development of marketing collateral and presentations for clients.

## **Projects:**

- SEO Optimization Project - Implemented on-page and off-page SEO strategies, resulting in a 40% increase in organic search traffic.
- Social Media Campaign - Led a successful social media campaign that increased brand engagement by 50%.
- Email Marketing Revamp - Overhauled the email marketing strategy, resulting in a 15% increase in email open rates.

## **Languages:**

- Indonesian (Native)
- English (Fluent)

## **Interests:**

- Keeping up-to-date with the latest digital marketing trends
- Blogging and content creation
- Travel and exploration
- Volunteering for community initiatives

## **References:**

Available upon request.

