

Name: Sarah Johnson

Contact: (555) 123-4567 | New York, NY

Summary:

Results-driven Marketing Specialist with 5+ years of experience in digital marketing, brand management, and campaign optimization. Expert in SEO, content marketing, social media strategy, and data-driven decision making to increase brand awareness and customer engagement.

Education:

- Master of Business Administration (MBA), Marketing, New York University, 2021
- Bachelor of Arts, Communications, University of Texas at Austin, 2016

Skills:

- Digital Marketing: SEO, SEM, PPC, Email Marketing
- Tools: Google Analytics, Google Ads, HubSpot, Mailchimp, SEMrush
- Social Media Platforms: Facebook, Instagram, LinkedIn, Twitter
- Content Creation: Blogging, Copywriting, Graphic Design (Canva, Adobe Photoshop)
- Data Analysis: Excel, Tableau

Experience:

1. Marketing Specialist, BrightWave Media (Jan 2022 - Present)
 - Developed and executed multi-channel digital marketing campaigns increasing lead generation by 35%
 - Managed social media accounts and grew followers by 50% in 1 year
 - Conducted market research and competitor analysis to refine marketing strategies
2. Marketing Coordinator, Apex Solutions (Jun 2017 - Dec 2021)
 - Coordinated email marketing campaigns with an average open rate of 22%
 - Collaborated with creative teams to produce engaging content for web and social media
 - Analyzed campaign performance metrics and prepared monthly reports for senior management

Projects:

- **Brand Relaunch Campaign:** Led rebranding efforts that increased website traffic by 40%
- **Customer Retention Program:** Designed loyalty email sequences that improved repeat purchase rates by 15%

Certifications:

- Google Ads Certification