

Curriculum Vitae: Marketing Specialist

Name: Jane Smith

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Professional Summary:

Innovative Marketing Specialist with 6 years of experience in digital and traditional marketing strategies. Adept at brand management, campaign development, and driving engagement through creative content and data-driven insights.

Work Experience:

Marketing Specialist - Global Media Inc. - 2020-2024

- Executed digital marketing campaigns, increasing brand awareness by 40%.
- Managed social media platforms, driving engagement and audience growth.
- Conducted market research to identify trends and opportunities.

Social Media Manager - Bright Solutions - 2017-2020

- Created and scheduled content across multiple social media platforms.
- Analyzed metrics and optimized campaigns for better reach and ROI.
- Collaborated with influencers to enhance brand visibility.

Education:

Bachelors in Marketing - New York University - 2017

Skills:

- Digital Marketing (SEO, PPC, Social Media)
- Content Creation & Copywriting
- Market Research & Analysis
- Google Analytics & AdWords
- Email Marketing & CRM (HubSpot, Mailchimp)
- Branding & Campaign Management