

# Professional Summary

Transformational Digital Media Leader | Driving Innovation & Growth through Strategic Vision, Technical Expertise, and Collaborative Leadership. Proven track record of leveraging digital media to unlock new opportunities and propel businesses forward.

## Professional Experience

### Head of Digital Media & Innovation (DM10)

Inazuma.co | January 2020 - Present

### Senior Manager, Digital Marketing (DM8)

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Boosted online sales by 35% through targeted SEM and social media campaigns.
- Developed and implemented a comprehensive digital CRM strategy, enhancing customer retention by 25%.

#### **Responsibilities:**

- Led a team of digital marketers in planning and executing multi-channel campaigns.
- Collaborated with product teams to launch new products, resulting in a 50% increase in brand visibility.

### Digital Marketing Manager (DM6)

Pulse Media Group | March 2016 - May 2018

#### **Key Achievements:**

- Increased website traffic by 60% through SEO optimization and content marketing.
- Successfully managed a \$500,000 digital advertising budget, achieving a 30% ROI.

#### **Responsibilities:**

- Managed day-to-day digital marketing operations, including campaign execution and analysis.
- Conducted market research to inform product development and marketing strategies.

### Digital Media Specialist (DM4)

StartUp Hub | January 2014 - February 2016

#### **Key Achievements:**

- Developed and executed social media strategies for startup clients, resulting in an average follower growth of 200%.
- Assisted in the launch of a mobile app, achieving 10,000 downloads within the first month.

#### **Responsibilities:**

- Created engaging content for various digital platforms.
- Provided support in campaign planning and execution for startup clients.

## **Education**

**Master of Business Administration (MBA) in Marketing**  
Harvard Business School

#### **Relevant Coursework:**

- Digital Marketing Strategies
- Marketing Analytics
- Product Management

## **Technical Skills**

#### **Digital Marketing & Advertising:**

- SEM
- Online Advertising
- Mobile Advertising
- Digital CRM
- Campaign Strategy

#### **Product & Project Management:**

- Product Management
- Product Strategy
- Project Planning

#### **Data Analysis & Insights:**

- Web Analytics
- Consumer Insights
- Audience Segmentation

#### **E-commerce & Start-ups:**

- E-commerce
- Start-ups

- Strategy

**General:**

- Marketing
- Advertising
- Media Planning
- Competitive Analysis
- Customer Relationship Management (CRM)