

## Professional Summary

Results-driven Digital Media expert with 10+ years of experience in driving innovative online advertising campaigns and leading high-performing teams. Proven track record of boosting brand visibility and engagement through strategic digital marketing initiatives.

## Professional Experience

### Head of Digital Media (DM12)

Inazuma.co | January 2020 - Present

### Senior Digital Media Manager (DM9)

NovaTech Inc. | June 2018 - December 2019

#### Key Achievements:

- Increased online engagement by 35% through targeted social media campaigns
- Developed and implemented a digital media strategy that resulted in a 25% increase in website traffic

#### Responsibilities:

- Managed a team of 8 digital media professionals
- Collaborated with the marketing team to launch successful product launches

### Digital Media Specialist (DM6)

Pulse Advertising Agency | March 2015 - May 2018

#### Key Achievements:

- Created and executed a social media campaign that increased followers by 50% in 6 months
- Improved online ad conversion rates by 20% through A/B testing and optimization

#### Responsibilities:

- Assisted in the development of digital media strategies for clients
- Coordinated with the design team to create engaging online content

### Junior Digital Media Coordinator (DM3)

Spark Media Group | January 2012 - February 2015

#### Key Achievements:

- Successfully managed and executed multiple small-scale online advertising campaigns
- Assisted in the creation of engaging social media content that increased engagement by 15%

**Responsibilities:**

- Coordinated with the media buying team to ensure timely ad placements
- Provided support in the development of digital media reports

## Education

## Technical Skills

**Digital Marketing:**

- SEO
- PPC Advertising
- Social Media Marketing

**Digital Media:**

- Online Video Advertising
- Mobile Advertising
- Programmatic Advertising

**Online Advertising:**

- Google Ads
- Facebook Ads
- Native Advertising