

Professional Summary

Results-driven Digital Marketing Specialist with 10+ years of experience in the fashion and entertainment industry, driving business growth through innovative digital strategies, team leadership, and data-driven decision making.

Professional Experience

Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

Senior Digital Marketing Manager (DM07)

Vogue Media Group | June 2018 - December 2019

Key Achievements:

- Increased online ad revenue by 40% through targeted campaigns and partnerships.
- Developed and implemented a social media strategy that grew followers by 500% in 6 months.

Responsibilities:

- Managed a team of 3 digital marketing coordinators.
- Collaborated with the editorial team to integrate digital content with print publications.

Digital Marketing Specialist (DM05)

Entertainment Weekly | March 2015 - May 2018

Key Achievements:

- Improved email open rates by 25% through A/B testing and personalized content.
- Launched a mobile app that reached 1 million downloads within the first year.

Responsibilities:

- Assisted in the development of digital marketing campaigns for movie and TV show promotions.
- Analyzed website analytics to inform content and advertising decisions.

Marketing Coordinator

Fashion Forward Inc. | January 2012 - February 2015

Key Achievements:

- Coordinated successful product launch events that increased brand visibility by 50%.
- Assisted in the creation of social media content that grew followers by 200% in 1 year.

Responsibilities:

- Supported the marketing team in campaign execution and event planning.
- Maintained the company's social media presence across platforms.

Education

Bachelor of Science in Marketing

New York University - Stern School of Business | December 2011

Technical Skills

Digital Media & Marketing:

- Digital Strategy
- Online Marketing
- Media Planning & Buying
- Social Media Marketing
- Marketing
- Digital Marketing
- Campaign Management

Analytics & Data:

- Google Analytics
- Analytics
- Customer Insight
- Consumer Insight Generation

Team & Business Development:

- Team Management
- Lead Generation
- Business Development
- Brand Management
- New Business Development

Advertising & Communications:

- Mobile Marketing
- Mobile Advertising

- Marketing Communications
- Online Advertising
- Integrated Marketing