

Professional Summary

Results-driven Digital Media expert with 10+ years of experience in crafting innovative marketing strategies, driving business growth, and leading high-performing teams. Proven track record of success in digital marketing, with a strong background in strategic planning and team leadership.

Professional Experience

Digital Media Hawk - Head of Digital Marketing Services

Inazuma.co | January 2020 - Present

Senior Digital Marketing Manager

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased website traffic by 50% through targeted SEO campaigns
- Developed and implemented a social media strategy, resulting in a 200% increase in followers

Responsibilities:

- Led a team of 5 digital marketing specialists
- Collaborated with cross-functional teams to launch new product campaigns

Digital Marketing Specialist

Pulse Media Agency | March 2015 - May 2018

Key Achievements:

- Improved email open rates by 25% through A/B testing and optimization
- Created and executed a successful influencer marketing campaign, reaching 1 million+ impressions

Responsibilities:

- Assisted in the development of digital marketing strategies for clients
- Managed and analyzed campaign performance using Google Analytics

Junior Digital Marketing Coordinator

Spark Digital | January 2013 - February 2015

Key Achievements:

- Assisted in the launch of a new website, resulting in a 20% increase in online sales
- Created engaging social media content, increasing followers by 50%

Responsibilities:

- Supported the digital marketing team in campaign execution
- Conducted market research to inform marketing strategies

Education

Technical Skills

Digital Marketing:

- Google Analytics
- Facebook Ads Manager
- Twitter Ads
- Email Marketing (Mailchimp, Constant Contact)

Strategic Planning:

- SWOT Analysis
- Market Research
- Competitor Analysis
- Budgeting and Forecasting

Marketing:

- Brand Development
- Content Creation
- SEO (Search Engine Optimization)
- Social Media Marketing