

Professional Summary

Results-driven Digital Media expert with 10+ years of experience in ecommerce, digital marketing, and social media. Proven track record of optimizing brand presence for over 150 clients, including renowned brands, athletes, and public figures. Certified Shopify Expert and Facebook Marketing Partner.

Professional Experience

Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

Senior Digital Marketing Consultant (DM07)

Elevate Digital Agency | June 2018 - December 2019

Key Achievements:

- Increased client engagement by 300% through targeted social media campaigns
- Improved ecommerce conversion rates by 25% for 5 major clients

Responsibilities:

- Developed and implemented digital marketing strategies for clients
- Managed a team of 3 junior consultants

Digital Marketing Specialist (DM05)

Spark Media Group | March 2016 - May 2018

Key Achievements:

- Boosted website traffic by 50% for a new product launch
- Created and executed a successful influencer marketing campaign

Responsibilities:

- Assisted in developing digital marketing campaigns
- Conducted market research and analyzed campaign results

Junior Digital Media Coordinator (DM03)

FreshStart Media | January 2014 - February 2016

Key Achievements:

- Successfully managed social media accounts for 10 clients

- Assisted in creating engaging content for clients' websites

Responsibilities:

- Maintained and updated client social media accounts
- Assisted in content creation for client websites

Education

Technical Skills

Ecommerce Platforms:

- Shopify
- Magento
- WooCommerce

Digital Marketing Tools:

- Google Analytics
- Facebook Ads Manager
- HubSpot

Social Media Management:

- Hootsuite
- Sprout Social
- Buffer

Content Creation:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Programming Languages:

- HTML
- CSS
- JavaScript (Basic)