

Professional Summary

Results-driven Digital Media expert with a passion for innovation, driving success through creative strategies and collaborative leadership. Proven track record of elevating brand presence and engagement across diverse platforms.

Professional Experience

Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

Senior Digital Media Specialist (DM07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased website traffic by 35% through targeted SEO strategies.
- Developed and executed a social media campaign that boosted engagement by 50%.

Responsibilities:

- Led a team in creating engaging digital content.
- Collaborated with the marketing team to align digital media with overall brand strategy.

Digital Media Coordinator (DM04)

Pulse Media Group | March 2016 - May 2018

Key Achievements:

- Successfully managed the launch of a new product website, resulting in a 25% increase in sales within the first quarter.
- Improved email marketing open rates by 20% through A/B testing and optimization.

Responsibilities:

- Assisted in the development of digital media plans.
- Coordinated with the design team to create visually appealing content.

Junior Digital Media Specialist (DM02)

Spark Creative Agency | January 2014 - February 2016

Key Achievements:

- Contributed to a team that won a regional award for Best Digital Campaign.

- Enhanced the agency's social media presence, growing followers by 100% in 6 months.

Responsibilities:

- Supported in the creation and scheduling of social media content.
- Assisted in the analysis of digital media metrics for campaign optimization.

Education

Technical Skills

Digital Media Tools:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- Content Management Systems (CMS) - WordPress, Drupal
- Email Marketing Platforms - Mailchimp, Constant Contact

Programming Languages:

- HTML/CSS
- JavaScript (Basics)
- Python (Basics)

Data Analysis:

- Google Analytics
- Microsoft Excel
- Tableau (Basics)

Social Media Platforms:

- Facebook
- Twitter
- Instagram
- LinkedIn