

## Professional Summary

Results-driven Digital Media expert with 11+ years of experience in empowering Coaches, Consultants, and industry experts to thrive in the online business landscape. Proven track record in leveraging online marketing, automation, and advertising to drive growth and success.

## Professional Experience

### Senior Digital Media Strategist (DM09)

Inazuma.co | 2011 - Present

### Digital Media Specialist (DM06)

Elevate Media Inc. | 2008 - 2011

#### **Key Achievements:**

- Increased client engagement by 30% through targeted social media campaigns.
- Developed and implemented a business planning framework that resulted in a 25% increase in client business growth.

#### **Responsibilities:**

- Managed social media marketing for multiple clients.
- Assisted in business planning and strategy development for new clients.

### Marketing Coordinator

Pinnacle Consulting | 2005 - 2008

#### **Key Achievements:**

- Successfully coordinated the launch of 3 new product lines, resulting in a 20% increase in overall sales.
- Improved website traffic by 40% through SEO optimization.

#### **Responsibilities:**

- Coordinated marketing campaigns across various channels.
- Assisted in the development of marketing materials and website content.

### Entrepreneur in Residence

StartUp Accelerator Program | 2003 - 2005

#### **Key Achievements:**

- Mentored 5 startups, with 3 achieving successful funding rounds.
- Developed and taught workshops on entrepreneurship and business planning.

**Responsibilities:**

- Provided guidance on business strategy and growth.
- Designed and delivered educational content for entrepreneurs.

## Education

## Technical Skills

**Digital Media:**

- Online Marketing Strategy
- Digital Advertising (Google Ads, Facebook Ads)
- Content Creation (Video, Audio, Written)

**Business Operations:**

- Business Planning and Development
- Project Management (Agile, Waterfall)
- Team Leadership and Management

**Software Proficiency:**

- Adobe Creative Suite
- Microsoft Office Suite
- Google Workspace