

## Professional Summary

Results-driven Digital Marketing Consultant with 8+ years of experience in driving business growth through strategic online marketing initiatives. Proven track record of success in SEO, SMO, and online advertising, with a strong background in project management, analytics, and market research.

## Professional Experience

### Senior Digital Marketing Consultant (DM09)

Inazuma.co | January 2020 - Present

### Digital Marketing Manager (DM07)

Digitech Solutions | June 2018 - December 2019

#### Key Achievements:

- Increased website traffic by 50% through targeted SEO efforts
- Boosted social media engagement by 300% via strategic SMO campaigns

#### Responsibilities:

- Developed and executed comprehensive digital marketing plans
- Managed a team of 3 digital marketing specialists
- Conducted market research and analyzed campaign performance

### Senior SEO Specialist

MarketingPro | March 2015 - May 2018

#### Key Achievements:

- Improved client website rankings by an average of 20 positions
- Enhanced website conversion rates by 25% through A/B testing

#### Responsibilities:

- Conducted technical SEO audits and implemented optimization strategies
- Collaborated with content teams to create SEO-friendly content
- Trained junior team members on SEO best practices

### Digital Marketing Coordinator

WebWise | January 2012 - February 2015

**Key Achievements:**

- Assisted in launching a successful social media campaign, reaching 10,000 followers within 6 months
- Helped increase online sales by 15% through targeted email marketing

**Responsibilities:**

- Coordinated social media content calendars and postings
- Assisted in creating and sending targeted email marketing campaigns
- Conducted basic website analytics and reported to senior management

## Education

**Master of Business Administration (MBA) in Marketing**

University of Michigan - Ross School of Business | 2012

**Relevant Coursework:**

- Marketing Strategy
- Digital Marketing
- Market Research and Analysis

## Technical Skills

**Digital Marketing:**

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Social Media Marketing
- Online Advertising

**Analytics and Tools:**

- Google Analytics
- Google Adwords
- Pay Per Click (PPC)
- Blogging

**Business and Strategy:**

- Marketing Strategy
- Market Research
- Business Analysis
- Strategic Planning

**Project Management:**

- Project Management
- Team Management