

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