

Professional Summary

Results-driven digital media expert with 8+ years of experience in driving innovative marketing strategies, leading high-performing teams, and leveraging data-driven insights to propel business growth. Proven track record of success in social media marketing, SEO, and strategic planning.

Professional Experience

Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

Senior Digital Marketing Manager (DM07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Boosted website traffic by 35% through targeted SEO campaigns
- Increased social media engagement by 50% via strategic content planning

Responsibilities:

- Developed and executed comprehensive digital marketing strategies
- Managed a team of 5 digital marketing specialists

Digital Marketing Specialist (DM04)

Pulse Media Agency | March 2015 - May 2018

Key Achievements:

- Improved client acquisition rate by 25% through effective social media advertising
- Enhanced website user experience, resulting in a 20% increase in conversion rates

Responsibilities:

- Created and implemented social media marketing campaigns
- Collaborated with the design team to develop engaging content

Junior Digital Marketing Coordinator (DM01)

Spark Digital | January 2013 - February 2015

Key Achievements:

- Assisted in increasing followers by 500% on social media platforms within 6 months

- Contributed to the development of a successful email marketing campaign, yielding a 30% open rate

Responsibilities:

- Assisted in managing social media accounts
- Coordinated with the team to launch marketing campaigns

Education

Technical Skills

Digital Marketing:

- Social Media Marketing
- Marketing Strategy
- Search Engine Optimization (SEO)

Content Creation:

- Content Development
- Web Design

Analytics & Insights:

- Data Analysis
- Insights and Analytics