

## Professional Summary

Results-driven Digital Media expert with 10+ years of experience in ecommerce, digital marketing, and social media. Proven track record of optimizing brand presence for over 150 clients, including renowned brands, athletes, and public figures. Certified Shopify Expert and Facebook Marketing Partner.

## Professional Experience

### Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

### Senior Digital Marketing Consultant (DM07)

Elevate Digital Agency | June 2018 - December 2019

#### Key Achievements:

- Increased client engagement by 300% through targeted social media campaigns
- Improved ecommerce conversion rates by 25% for 5 major clients

#### Responsibilities:

- Developed and implemented digital marketing strategies for clients
- Managed a team of 3 junior consultants

### Digital Marketing Specialist (DM05)

Spark Media Group | March 2016 - May 2018

#### Key Achievements:

- Boosted website traffic by 50% for a new product launch
- Created and executed a successful influencer marketing campaign

#### Responsibilities:

- Assisted in developing digital marketing campaigns
- Conducted market research and analyzed campaign results

### Junior Digital Media Coordinator (DM03)

FreshStart Media | January 2014 - February 2016

#### Key Achievements:

- Successfully managed social media accounts for 10 clients

- Assisted in creating engaging content for clients' websites

**Responsibilities:**

- Maintained and updated client social media accounts
- Assisted in content creation for client websites

## Education

## Technical Skills

**Ecommerce Platforms:**

- Shopify
- Magento
- WooCommerce

**Digital Marketing Tools:**

- Google Analytics
- Facebook Ads Manager
- HubSpot

**Social Media Management:**

- Hootsuite
- Sprout Social
- Buffer

**Content Creation:**

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)

**Programming Languages:**

- HTML
- CSS
- JavaScript (Basic)