

## Professional Summary

Results-driven Digital Media expert with 10+ years of experience in driving business growth through innovative digital marketing strategies. Proven track record of transforming businesses into digital powerhouses, with a strong background in team leadership and project management.

## Professional Experience

### Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

### Senior Digital Marketing Manager (DM07)

Digitech Solutions | June 2018 - December 2019

#### **Key Achievements:**

- Increased client base by 40% through targeted email marketing campaigns
- Boosted social media engagement by 300% for key clients

#### **Responsibilities:**

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

### Digital Marketing Specialist (DM05)

MediaFusion | March 2015 - May 2018

#### **Key Achievements:**

- Successfully launched 10+ digital marketing campaigns with a 25% ROI increase
- Improved website traffic by 50% through SEO optimization

#### **Responsibilities:**

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

### Junior Digital Marketing Coordinator (DM03)

StartUp Studio | January 2013 - February 2015

#### **Key Achievements:**

- Assisted in increasing followers by 100% on social media platforms

- Contributed to a 20% increase in email open rates

**Responsibilities:**

- Assisted in the development of digital marketing materials
- Coordinated with the team to launch small-scale digital campaigns

## Education

## Technical Skills

**Digital Marketing:**

- Campaign Strategy & Execution
- Budget Planning & Management
- ROI Analysis & Reporting

**Email Marketing:**

- Email Campaign Creation
- List Management & Segmentation
- Automation Tools (e.g., Mailchimp, Constant Contact)

**Social Media Marketing:**

- Platform Management (Facebook, Twitter, Instagram, LinkedIn)
- Content Creation & Scheduling
- Engagement & Community Building