

# Professional Summary

Results-driven Digital Marketing Professional with 8+ years of experience in crafting and scaling digital campaigns for B2B & B2C brands. Leveraging a data-driven approach to drive business growth, with expertise in Web Analytics, Digital Strategy, SEO, Paid Media, and Team Leadership.

## Professional Experience

### Head of Digital Marketing (DM10)

Inazuma.co | January 2020 - Present

### Senior Digital Marketing Manager (DM8)

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Increased website traffic by 50% through targeted SEO strategies.
- Boosted conversion rates by 30% via optimized PPC campaigns.

#### **Responsibilities:**

- Managed a team of 5 in executing digital marketing campaigns.
- Developed and implemented digital marketing strategies for B2B clients.

### Digital Marketing Specialist (DM5)

Eon Media Group | March 2016 - May 2018

#### **Key Achievements:**

- Enhanced social media engagement by 200% through content marketing strategies.
- Improved email open rates by 40% via personalized campaigns.

#### **Responsibilities:**

- Assisted in the development of digital marketing plans for B2C brands.
- Executed and analyzed social media and email marketing campaigns.

### Junior Digital Marketing Coordinator (DM2)

Pulse Digital Agency | January 2014 - February 2016

#### **Key Achievements:**

- Successfully coordinated the launch of 3 new client websites, resulting in a 25% increase in client satisfaction.
- Assisted in increasing the agency's social media following by 500%.

#### **Responsibilities:**

- Coordinated with the design team for website development projects.
- Managed and scheduled social media content for clients.

## **Education**

### **Bachelor of Science in Marketing**

University of California, Berkeley | December 2013

## **Technical Skills**

#### **Digital Marketing Tools:**

- Google Adwords
- Facebook Marketing
- SEM
- Google Analytics

#### **Web Development:**

- HTML
- Website Development

#### **Analytics & Strategy:**

- Web Analytics
- Digital Strategy
- SEO
- Market Research

#### **Management & Leadership:**

- Team Management
- Leadership
- Account Management

#### **Content & Media:**

- Content Marketing
- Social Media Marketing
- Social Media Management

- Media Relations