

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