

Professional Summary

Results-driven Digital Marketing Executive with 10+ years of experience in the leisure, travel trade & tourism sector and higher education. Proven track record of driving engagement through innovative content strategies, leveraging expertise in Social Media Management, SEO, and Digital Marketing. Adept at leading cross-functional teams and fostering strong client relationships.

Professional Experience

Head of Digital Marketing (DM09)

Inazuma.co | January 2020 - Present

Senior Digital Marketing Specialist

EduTech Solutions | June 2018 - December 2019

Key Achievements:

- Increased website traffic by 50% through targeted SEO campaigns
- Boosted social media engagement by 300% via strategic content creation

Responsibilities:

- Managed digital marketing campaigns for higher education clients
- Collaborated with the design team to develop engaging visual content

Digital Marketing Executive

TravelWise Ltd. | March 2015 - May 2018

Key Achievements:

- Developed and implemented a social media strategy that increased followers by 500%
- Improved email marketing open rates by 25% through personalized content

Responsibilities:

- Created and scheduled social media content for leisure and tourism clients
- Assisted in the planning and execution of corporate events

Marketing Assistant

University of London - Marketing Department | September 2012 - February 2015

Key Achievements:

- Contributed to a 20% increase in student enrollment through targeted marketing campaigns
- Assisted in the launch of a new university website, resulting in a 30% increase in web traffic

Responsibilities:

- Supported the development of marketing materials for university programs
- Coordinated with faculty members to create engaging content for social media

Education

Master of Arts in Digital Media

University of Westminster

Relevant Coursework:

- Digital Marketing Strategies
- Content Creation for Digital Platforms
- Web Analytics and SEO

Technical Skills

Content Creation & Management:

- WordPress
- Content Management Systems (CMS)
- Web Content Writing
- Blogging

Digital Marketing & Analytics:

- SEO
- Google Analytics
- Email Marketing
- Web Analytics

Social Media & Advertising:

- Social Media Management
- Social Media Marketing
- Facebook
- Advertising

Design & Visuals:

- Graphic Design

- Adobe Photoshop
- Photography
- Photojournalism

Productivity & Collaboration:

- Microsoft Office
- Problem Solving
- Interpersonal Communication
- Teamwork