

KEVIN MARTINEZ

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SKILLS

Digital Marketing (6 years), SEO (4 years), SEM, Content Strategy, Analytics

EXPERIENCE

Marketing Director, DigitalAgency

2021 - Present

- Led digital marketing strategies for 15+ clients
- Increased organic traffic by an average of 45%
- Managed \$500K annual marketing budget

SEO Specialist, SearchCo

2018 - 2021

- Implemented SEO strategies improving search rankings
- Conducted keyword research and competitor analysis

EDUCATION

Bachelor of Business Administration in Marketing, UCLA, 2018