



Estelle Darcy

Digital Marketing

about me

I have been working in the digital marketing industry for more than nine years. I have many experiences working individually and as a team member. My principle in working is exposure because the core of digital marketing is all about how to increase the exposure of the promoted product. I am also a hard worker, strategic and result-driven person. I always keep the clients as the priority, so many of them feel comfortable working with me. Expert in various programs and tools, as well as a discipline that supports my profession as a digital marketer. And, I can't wait to use my skill to help your company get more and more good results and satisfying feedback from clients.

education

Bachelor of Science in Marketing
University of Muhammad Patel
May 2007 – August 2011
GPA: 3.90

skills

Email marketing

SEO

Leadership

Web programming

experience

Digital Marketer Intern Thynk Unlimited 2012 – 2013

- Created an article to promote the electric sewing machine from the Giggling Platypus Co. that boosted sales by 40%, breaking the record as the most sold product from the company for over the past decade.
- Assisted the marketing team on the SEO project of the Rimberio Co. website, which has successfully increased the traffic by 15% or 90 new customers per month.

Digital Marketing Manager Liceria & Co. 2013 – March 2022

- Led a team of social media marketers for the promotional event of the musical concert using more than ten social media platforms. The result was that the topic became the top three world trending topics in more than 70 countries.
- Led the team of marketers to analyze the market situation in more than five countries, which created the market map for the company to use on the online promotional project.