

# ALIYA JACKSON

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A Senior Digital Marketing Specialist with eight years of experience specializing in SEO marketing, social media advertising, and content marketing. A strong history of building successful brands and expanding online presence. Adept at developing strategies to drive community engagement and market penetration.

## EDUCATION

**BACHELOR OF SCIENCE (B.S.)  
MARKETING**  
University of San Diego, San Diego, CA  
September 2011 - June 2015

## KEY SKILLS

- ◆ Digital Marketing Strategy
- ◆ SEO Marketing
- ◆ Lead Nurturing
- ◆ Content Marketing
- ◆ Social Media Marketing

## CERTIFICATIONS

- ◆ Certified Web Professional —  
Web Developer, IWA, 2016
- ◆ Certified Digital Designer (CDD),  
ADA, 2015

## PROFESSIONAL EXPERIENCE

### DIGITAL MARKETING STRATEGIST

Skyline Marketing Inc., San Diego, CA  
October 2018 - Present

- Manage all online marketing for a portfolio of 12 client accounts valued at \$100K-\$300K, define digital marketing strategy, and align brand messaging with target audiences across a variety of industries, including technology, fitness, travel and hospitality, and healthcare
- Collaborate with marketing teams to develop visual materials, content, and website designs
- Enhance social media presence for clients across Facebook, Twitter, and YouTube, leading to a 55% increase in followers and a 72% increase in community engagement on average

### DIGITAL MARKETING COORDINATOR

West Beach Fitness, San Diego, CA  
June 2015 - October 2018

- Defined digital marketing strategy for a new fitness center and developed range of marketing materials, including brochures, articles, press releases, newsletters, and videos
- Established and managed social media presence on Facebook, Twitter, and Instagram, developed a series of YouTube fitness videos, and generated a 35% increase in community engagement across all accounts
- Drove SEO marketing initiatives, performed research to enhance keyword optimization, conducted link-building campaigns, and increased web traffic by over 200%