

Cameron Malfara

Detroit, MI 12345 CameronMaLfara@exampLe.com (123)456-7890 [LinkedIn](#) | [Portfolio](#) . _____

A Digital Marketing Specialist with six years of experience specializing in omnichannel marketing, digital advertising strategy, and paid search campaigns. A proven track record of spearheading initiatives to drive sales growth and enhance audience engagement.

Education

Bachelor of Science (B.S.)

Marketing

University of Michigan, Ann Arbor,
MI | September 2013 - June 2017

Key Skills

- Digital Marketing Strategy
- Paid Search Campaigns
- Omnichannel Marketing
- SEO Marketing Strategy
- Content Marketing

Certifications

- Professional Certification in Digital Marketing, AMA, 2019
- Semrush SEO Toolkit Exam, 2018

Professional Experience

Digital Marketing Specialist

Cochran Medical Devices Inc., Detroit, MI | November 2019 - Present

- Manage digital advertising initiatives for a \$50M medical device company, execute paid search and SEO marketing campaigns, develop digital ad copy, and successfully increase CTR from 1.56% to 2.72%
- Implement omnichannel marketing tactics to secure new business with major hospitals and medical facilities, contributing to a \$10M increase in revenue over two years
- Analyze and monitor conversion rates and website traffic and provide recommendations to senior leadership to improve lead generation

Digital Marketing Coordinator

Abel Marketing Solutions Firm, Detroit, MI | June 2017 - November 2019

- Delivered marketing consulting services to a variety of client accounts ranging from \$80K-\$350K, which included developing strategies for SEO and paid search campaigns
- Identified opportunities to enhance website and digital ad performance, which included recommending content updates, web architecture improvements, and cross-linking