

EDWARD HORNE

DIGITAL MARKETING CONTENT & STRATEGY

CONTACT

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TECHNICAL SKILLS

- Adobe Indesign
- Other things
- That you listed
- but list specific
- technology, not so
- general

EDUCATION

Marketing & Management
A.A. | Community College
of Philadelphia

PROFILE

I am a detail-oriented digital marketing specialist with a lifetime of experience converting potential customers into satisfied buyers. I've learned, from my earlier years in traditional sales, the importance of creating a connection to clients, identifying their needs, and delivering the product to a now satisfied and repeat customer. There was a natural evolution to coordinating digital content marketing campaigns. I have sourced and created marketing content, implemented marketing campaign strategies, managed an e-commerce website, and built an online brand for a previously face-to-face exclusive company.

EXPERIENCE

E. T. Brett — 1904-Present

Sales Person | 50 years

Talk about being the sales person for whatever region. Use descriptive verbs. Emphasis on face-to-face but also cold calls. Make this sound like a grind where you learned valuable sales skills that you now apply to digital marketing. Quantify results if possible and only if it sounds good.

Sales Manager | 10 years

Talk about earlier results that led to you being given this extra responsibility. Again Quantify results if possible and only if it sounds good. Estimates are fine.

Digital Marketing Manager | 10 years

Talk about you being the lead on their new online presence. Write some of the things you wrote down in the notes, but keep it high level. Mention the SEO, website content, multimedia, etc. But no one looking at this cares about compressing files for improved load times.

I Your Company — Present to Future

Plan effective, results-driven marketing strategies. Create captivating marketing content. Implement digital marketing campaigns using a customer focused mindset, providing evidence-based results, delivering increased revenue and customer retention. Add more. ...Not sure how I feel about this part. It's unorthodox, but memorable and attention grabbing, which could help given lack of bachelors. Also, gives a second opportunity (after the Profile) to describe what you'll deliver for their company. Can talk about things you would do for them that is outside the scope of the Brett job. It also fills white-space since there's only one relevant job.