**ALEXA RAY**

123 Main Street, Los Angeles, CA 90001 • (123) 456-7890

alexaraysample@gmail.com • www.linkedin.com/in/alexaraysample

**OBJECTIVES**

Strategic and results-oriented Marketing Manager with over 10 years of professional experience in developing marketing campaigns. Experienced with leveraging market research, SEM, social media campaigns, e-mail campaigns, online advertising, web analytics, and content marketing to drive conversions and brand exposure. Versatile go-getter with an insatiable drive for success and a whatever-it-takes philosophy.

**PROFESSIONAL EXPERIENCE**

**COMPANY A, LOS ANGELES, CA**

**Digital Marketing Manager, 2015 – Present**

* Spearheaded digital content development to drive brand alignment and content engagement across multiple online platforms
* Collaborated with marketing director of Fortune 500 brand to develop optimized blog content for online publication and manage a $100,000/month Facebook ad budget
* Grew engagement and impressions on social media platforms by an average of 200% within 1 year
* Increased weekly e-mail newsletter open rate from 8% to 20% within 6 months

**COMPANY B, Los Angeles, CA**

**Marketing Director, 2012 – 2015**

* Masterminded and implemented full-scale digital marketing campaigns that made use of online advertising, e-mail marketing, and social media
* Spearheaded $80,000 digital ad campaign that generated over $1M worth of sales in 6 months by partnering with key influencers and interfacing with design team to create media
* Raised Facebook and Twitter engagement by 40% within first 3 months of social media plan implementation
* Supervised and trained marketing team in web content editing and media research

**EDUCATION**

**EAST LOS ANGELES COLLEGE**

*Bachelor’s Degree in Marketing, 2008*

* GPA - 3.5

**CERTIFICATIONS**

* Google Analytics Individual Qualifications (2019)
* PCM – Digital Management Certification (2019)