

EMMA THOMPSON

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Creative and results-driven Digital Marketing Specialist with 5 years of experience developing comprehensive marketing strategies that increase brand visibility and drive conversions. Skilled in SEO, social media management, and content creation. Enthusiastic about leveraging data analytics to optimize campaigns and deliver measurable ROI.

SKILLS

- **Digital Marketing:** SEO/SEM, Social media marketing, Email marketing, Content strategy, Influencer marketing
- **Analytics:** Google Analytics, Facebook Insights, HubSpot, A/B testing, Conversion tracking
- **Content Creation:** Copywriting, Blog writing, Social media content, Newsletters
- **Advertising:** Google Ads, Facebook Ads Manager, LinkedIn Ads, PPC campaigns
- **Tools:** Hootsuite, Mailchimp, WordPress, Adobe Creative Suite, Canva

EXPERIENCE

Digital Marketing Specialist | BrandGrowth Agency

February 2022 - Present

- Manage social media presence and content calendars for 8 client accounts, increasing engagement by an average of 45%
- Develop and execute SEO strategies that improved organic search rankings, resulting in 60% traffic growth
- Create and optimize Google Ads and Facebook campaigns with \$20K monthly budget, achieving 3.5x ROAS
- Write engaging blog posts and email newsletters with 28% open rate, exceeding industry average
- Analyze campaign performance using Google Analytics and prepare monthly reports for clients

Marketing Coordinator | TechStart Inc.

May 2020 - January 2022

- Assisted in the creation and implementation of digital marketing campaigns across multiple channels
- Managed company's social media accounts, growing follower base by 75% in 18 months
- Collaborated with content team to develop SEO-optimized blog posts and website content
- Coordinated email marketing initiatives with 22% average click-through rate

- Supported event marketing for quarterly webinars and annual conference

Marketing Intern | CreativeEdge Marketing

January 2020 - April 2020

- Supported senior marketing team with content creation and social media management
- Conducted competitor research and market analysis
- Assisted with email marketing campaigns and basic graphic design tasks

EDUCATION

Bachelor of Business Administration, Marketing

University of Texas at Austin, 2020

CERTIFICATIONS

- Google Analytics Individual Qualification
- HubSpot Content Marketing Certification
- Facebook Blueprint Certification
- Google Ads Search Certification

PROJECTS

E-commerce Rebranding Campaign

- Led complete digital rebranding for an e-commerce client, including website redesign and social media strategy
- Achieved 85% increase in online sales within 6 months

Non-profit Marketing Initiative

- Volunteered marketing expertise to local non-profit, creating content strategy and email campaigns
- Helped increase donation revenue by 32% during annual fundraising drive