

# Maria Gomez - Digital Marketing Specialist

maria.gomez@example.com | Los Angeles, CA

## Summary:

Results-driven Digital Marketing Specialist with 5+ years of experience developing and executing successful campaigns across SEO, social media, and PPC. Strong track record in boosting online presence and conversion rates.

## Skills:

SEO/SEM Strategy, Google Ads & Facebook Ads, Email Marketing Automation, Google Analytics, WordPress, HubSpot

## Experience:

### Digital Marketing Specialist - ClearSky Digital Los Angeles, CA (Jun 2021 - Present)

- \* Increased organic traffic by 65% in 8 months
- \* Reduced cost-per-lead by 30% through A/B testing and audience segmentation
- \* Managed a \$120k annual Google Ads budget

### Marketing Coordinator - TechHive Inc. San Diego, CA (Jan 2019 - May 2021)

- \* Created over 200 pieces of SEO-optimized content
- \* Boosted LinkedIn followers by 3x in 6 months

## Education:

B.A. Marketing, University of Southern California