

Name: Olivia Hart

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## Professional Summary

Dynamic marketing professional with 6 years of experience developing brand strategies, managing social campaigns, and increasing engagement.

## Experience

Marketing Manager, Evergreen Goods — Seattle, WA

Jan 2020 – Present

- Led campaigns across social media and email that increased engagement by 28%.
- Managed a small team of content creators and external agencies.
- Performed A/B testing and reported campaign performance to stakeholders.

Content Specialist, BrightWave Media — Seattle, WA

Jun 2017 – Dec 2019

- Produced weekly blog posts, newsletters, and promotional materials.
- Coordinated editorial calendar and SEO optimization efforts.

## Education

B.A., Communications, University of Washington — 2016

## Skills

- Content strategy, Social media management, Google Analytics, SEO, Campaign reporting

## Certifications

- Google Analytics Certified