

Emma Smith

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Professional Summary

Dynamic Marketing Specialist with 4 years of experience in digital marketing and brand management. Skilled in content creation, SEO, and social media strategy, with a proven track record of increasing brand engagement by 35%. Passionate about crafting compelling campaigns that drive customer acquisition.

Skills

- Digital Marketing: SEO, SEM, Google Analytics, Email Marketing
- Content Creation: Copywriting, Graphic Design (Adobe Creative Suite)
- Social Media: Instagram, LinkedIn, Twitter, TikTok
- Tools: HubSpot, Mailchimp, Canva
- Analytical Skills: Market Research, A/B Testing, ROI Analysis

Work Experience

Marketing Specialist BrandBuzz, New York, NY Mar 2021–Present

- Developed and executed social media campaigns, increasing Instagram followers by 25,000 in 6 months.
- Optimized website content for SEO, improving organic search traffic by 30%.
- Managed email marketing campaigns via HubSpot, achieving a 20% increase in open rates.

Marketing Coordinator CreativeWave, Boston, MA Aug 2019–Feb 2021

- Coordinated multi-channel marketing campaigns, resulting in a 15% increase in lead generation.
- Designed visual content using Adobe Photoshop and Canva for social media and print.
- Conducted market research to identify customer trends and inform strategy.

Education

B.A. in Marketing New York University, New York, NY Sep 2015–May 2019

- GPA: 3.7/4.0
- Relevant Coursework: Digital Marketing, Consumer Behavior, Brand Management

Certifications

- Google Analytics Certified (2022)
- HubSpot Content Marketing Certification (2021)