

Michael Smith

Office Manager

Experienced office manager seeking to help XYZ Inc. provide a stellar customer experience & take the Portsmouth branch to the next level. Experienced in managing teams of 15+ in several different restaurants, such as Restaurant A and Restaurant B. Handled every aspect of the business, from hiring new staff to managing marketing initiatives.

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Work Experience

Digital Marketing Manager

Astoria Baumax

06/2017 - Present

- Created a new format for reporting and presenting the sales, customer engagement and Google Ads reports that shortened the number of meetings by 30% during the last 3 quarters.
- Updated and monitored the Bid Strategy in Google Ads and Bing Ads which resulted in a CTR increase by 3.2% in the first month.
- Located and proposed new potential business partnerships (B2B) by contacting potential partners and attending networking events which resulted in 3 new strategic partnerships.

Marketing Assitant

XYZ Games

02/2015 - 05/2017

- Assisted with the creation of press releases and new blog posts.
- Compiled and distributed successfully the financial and statistical information, such as spreadsheets for the best performing games.

Education

MS in International Marketing and Management

University of Chicago

06/2014 - 06/2016

Skills

Teamwork Leadership Flexibility

Time Management Empathy

Problem Solving

Marketing Skills

SEO

Ahrefs, Semrush and Link-building Techniques

Google

Ads, Analytics and Tag Manager

Email Marketing

ActiveCampaign, Litmus and SendGrid

Languages

Ukrainian ■ ■ ■ ■ ■

Russian ■ ■ ■ ■ ■

English ■ ■ ■ ■ ■

Certificates

SEMrush Content Marketing Toolkit Course (2019)

Google Analytics Individual Qualification (2018)

Interests

⚡ Renewable Energy 🎵 Music

🧠 Artificial Intelligence