

DIGITAL MARKETING RESUME

Digital Marketing Director with 6+ years of experience in digital marketing, branding, and new business strategy across music, media, and entertainment industries. Skilled in evaluating needs and implementing strategies that increase revenue and brand growth.

PROFESSIONAL EXPERIENCE

ELEVEN SEVEN MUSIC GROUP, New York, NY

Director of Digital Marketing, September 2015–Present

- Manage digital sales streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 2M+ consumer sales and marketing database
- Lead the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of \$200K+

RAZOR AND TIE, New York, NY

Digital Marketing Manager, June 2011–August 2015

- Developed and apply both strategic and tactical digital marketing plans and ecommerce activities with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision with reporting, budgets, and re-forecasts
- Increased site traffic by 15% from paid sources (PPC, Grant, Display, and VOD)
- Led the acquisition of a new digital agency, resulting in 90% MOM savings
- Enhanced conversion rates by 30% through A/B tested landing pages for a better performing conversion funnel

EDUCATION

COLORADO STATE UNIVERSITY, Ft. Collins, CO

Bachelor of Arts, Technical Journalism (Broadcast Media), May 2011

Honors: *cum laude* (GPA: 3.6/4.0)

ADDITIONAL SKILLS

- Digital Data Analytics/Marketing: Tubular Insights | Facebook Insights | Pinterest | Instagram Insights | Google Analytics | Google AdWords | MailChimp
- Adobe Photoshop | Adobe Illustrator | Adobe InDesign | AutoCAD | Rhinoceros
- Microsoft Excel, PowerPoint, Word | Slack | Sprinklr | Hootsuite | Salesforce | Concur

Dear Job Seeker,

If you're struggling to write your resume, **don't worry**. You're in good company – everyone has difficulties making a resume. For a high quality resume that will land you employment, we recommend [consulting the certified experts at Resume Writer Direct](#).

Or, here's some other content that might help you finish your resume.

- [Free Resume Builder](#)
- [How to Write a Resume](#)
- [Resume Samples by Industry](#)

Oh, and by the way, **you're also going to need a cover letter**.

- [Cover Letter Builder](#)
- [How to Write a Cover Letter](#)
- [Cover Letter Examples by Industry](#)