

Summary

Motivated Digital Marketing Manager with over 3 years of experience in driving user acquisition and growth through strategic paid campaigns. Expert in data analysis, creative optimization, and cross-functional collaboration to achieve business objectives. Proven track record of scaling campaigns and enhancing ROI.

Professional Experience

Senior Digital Marketing Specialist

Tech Innovate | 01/2022 - Present

- Led the development and execution of comprehensive digital marketing campaigns across Meta, Google, and TikTok, increasing user acquisition by 45% within 12 months.
- Managed a \$500K quarterly budget for paid acquisition channels, optimizing spend for a 30% improvement in ROAS.
- Implemented advanced targeting and retargeting strategies that reduced CPA by 20%, while increasing conversion rates by 15%.

Education

Master of Science in Marketing Analytics

University of California, Berkeley | 01/2015 - 01/2017

Relevant coursework in strategic finance and operations management.

Skills

Data Analysis, Paid Acquisition, Retargeting, ROAS Optimization, Cross-Functional Collaboration, Google Analytics, Looker, Appsflyer, Meta Advertising, Google Ads, TikTok Ads, Snapchat Ads, SQL

Hobbies

Reading, Hiking, Photography

Languages

Language	Reading	Writing	Conversation
English	Fluent	Advanced	Fluent
Spanish	Intermediate	Basic	Conversational

Courses

Marketing Strategy

Advanced marketing strategy course by renowned industry experts.

Financial Analysis

Comprehensive course on financial analysis and investment strategies.