

Jane Smith - Resume

Name: Jane Smith

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Phone: (987) 654-3210

Location: New York, NY

Summary:

Creative and data-driven Digital Marketing Manager with 6 years of experience in driving online engagement and revenue growth. Expertise in SEO, SEM, and social media marketing.

Experience:

Digital Marketing Manager - Global Media Inc., New York, NY (January 2018 - Present)

- Increased website traffic by 40% through SEO optimization.
- Managed a \$500,000 annual digital ad budget, achieving a 20% ROI.
- Launched successful social media campaigns with over 1M impressions.

Marketing Specialist - Bright Ideas Agency, Boston, MA (June 2014 - December 2017)

- Developed and executed email marketing campaigns.
- Analyzed campaign performance using Google Analytics.

Education:

Bachelor of Arts in Marketing - Boston University (Graduated: May 2014)

Skills:

- Google Analytics, AdWords, Facebook Ads
- SEO/SEM, Content Marketing
- HubSpot, Mailchimp