

EMILY WATANABE

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SUMMARY

Data-savvy Senior Digital Marketing Strategist with 10+ years' experience orchestrating omni-channel campaigns for consumer tech brands. Expert in audience segmentation, lifecycle automation, and performance media with a knack for transforming insights into revenue-driving tactics.

EXPERIENCE

Senior Digital Marketing Strategist
Nimbus Electronics, Seattle, WA (Hybrid)
Jan 2019 – Present

- Drove 30% YoY e-commerce revenue growth by optimizing paid search, programmatic display, and social ads.
- Implemented Klaviyo segmented email flows, lifting repeat purchase rate from 18% to 27%.
- Led cross-functional pod of 5 marketers and 2 data scientists to roll out predictive churn model reducing churn 12%.
- Negotiated partnerships with tech influencers, generating 14M impressions and 6:1 ROAS.

Digital Marketing Manager
WaveStudio, Portland, OR
Jun 2014 – Dec 2018

- Optimized SEO strategy that moved 120+ keywords to top 3 SERP positions.
- Managed \$500K PPC budget; introduced RSA testing framework trimming CPL 24%.
- Produced analytics dashboard in Data Studio for real-time KPI monitoring across channels.

EDUCATION

Master of Science – Integrated Marketing
Northwestern University – 2014
Bachelor of Arts – Economics
University of Oregon – 2011

CERTIFICATIONS

- Advanced Google Analytics – 2024
- Facebook Blueprint Certification – 2023
- Klaviyo Product Certified – 2022

TECHNICAL SKILLS

Platforms: GA4, Klaviyo, Google Ads, Meta Ads, Looker, Tableau | Tactics: Paid Social, PPC, Email Automation, SEO, CRO | Analysis: ROAS, CPA, LTV, Funnel | Tools: SQL, Python (pandas, seaborn)

PROJECT HIGHLIGHTS

- Spearheaded holiday campaign generating record \$6.5M revenue in 8 weeks.
- Piloted TikTok ads program delivering 1.8x higher engagement vs. baseline.

LANGUAGES

English (native), Japanese (professional)