

**Name:** Jessica Lee  
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**Summary:**

Creative and results-driven marketing professional with over 3 years of experience in digital marketing, content creation, and market analysis. Interested in expanding into data-driven decision-making to enhance marketing strategies and drive better results. Strong communication and project management skills with a focus on innovation and customer engagement.

**Education:**

Bachelor's in Marketing | University of DEF | 2019

- Relevant Coursework: Marketing Analytics, Consumer Behavior, Digital Marketing

**Professional Experience:**

**Digital Marketing Specialist | Bright Media Group | Remote | July 2020 – Present**

- Managed and optimized digital ad campaigns across Google Ads, Facebook, and Instagram.
- Analyzed campaign performance and provided insights to enhance engagement and ROI.
- Worked closely with the content team to develop targeted digital content for various platforms.

**Marketing Coordinator | Creative Solutions Agency | New York, NY | June 2019 – June 2020**

- Coordinated marketing initiatives, including email campaigns, social media strategies, and event planning.
- Assisted in market research, data collection, and generating reports on consumer trends and competitive analysis.
- Maintained company website and optimized content for search engines (SEO).

**Projects:**

**Google Ads Campaign Analysis**

- Analyzed performance data from previous Google Ads campaigns and suggested improvements to the ad targeting.

**Content Optimization for SEO**

- Worked on improving website content for SEO by performing keyword research and improving page titles and meta descriptions.

**Skills:**

- Digital Marketing: Google Ads, Facebook Ads, SEO
- Tools: Google Analytics, Hootsuite, WordPress, HubSpot
- Data Analysis (basic): Excel, Google Sheets
- Project Management: Asana, Trello

- Content Creation: Blog Writing, Social Media Management

**Languages:**

English: Native

Spanish: Intermediate

**Certifications:**

- Google Ads Certification – Google, 2020
- SEO Fundamentals – SEMrush Academy, 2019