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## Professional Summary

Dedicated marketing professional with 5+ years of experience in digital marketing, content creation, and brand strategy. Proven track record of increasing brand awareness and driving customer engagement. Seeking to leverage my skills to contribute to a dynamic marketing team.

## Work Experience

### Digital Marketing Manager | ABC Corporation | City, State

June 2021 – Present

- Led a team of 5 in executing digital marketing campaigns, resulting in a 25% increase in online sales.
- Developed and implemented a content strategy that increased website traffic by 40%.
- Managed the company's social media presence, growing follower base by 30% in one year.
- Analyzed campaign performance using Google Analytics and adjusted strategies to optimize ROI.

### Marketing Coordinator | Thal industry Inc. | Multan, Pakistan

January 2018 – May 2021

- Coordinated cross-channel marketing efforts, including email campaigns, social media, and events.
- Assisted in the creation of promotional materials, contributing to a 15% sales growth.
- Conducted market research and competitor analysis to inform marketing strategies.
- Managed relationships with vendors and ensured timely delivery of marketing assets.

## Education

### Bachelor of Business Administration (BBA) in Marketing

State University, City, State

Graduated: May 2017

## Skills

**Digital Marketing:** SEO, SEM, Social Media Management, Content Strategy

**Analytics:** Google Analytics, Data Interpretation, A/B Testing

**Tools:** HubSpot, Mailchimp, Adobe Creative Suite, Microsoft Office

**Soft Skills:** Team Leadership, Communication, Project Management

## Certifications

Google Analytics Certified

HubSpot Inbound Marketing Certification