

JANE PROFESSIONAL

professional@mail.com | +254704040404 | www.linkedin.com/a-b-c | Nairobi

SUMMARY

A dedicated and motivated paid channel campaign manager, with three years' experience in both paid and organic channel optimization. With both content and paid marketing a vital part in a company's go-to-market strategy, my experience in both spaces makes me the most suited candidate in your product marketing endeavours.

EXPERIENCE

SOCIAL MEDIA MARKETING, ACME INC.

May 2020 -Present

- Lifted LinkedIn's audience impressions from 16,000 in Q2 of 2021 to 24,000 in Q2 of 2022.
- A/B testing landing pages for customer acquisition on Hubspot, iterated on the landing pages and contributed to a 30% jump in return on advertising spend for the fourth quarter.
- Maintained video content posts at 4 per week across social media channels which improvement overall engagement by 20% in the financial year of 2021.
- Increased response rate to Facebook comments from 40% to 60% between Q1 2022 and Q3 2022.

SEO CONTENT SPECIALIST, ABC ASSOCIATES

February 2019 – March 2020

- Grew the blog subscribers list from 2,000 in Q1 2019 to 12,000 in Q3 2019..
- In Q3 2019, placed 3 owned content pieces on 5 industry-related online publications.
- Iterated on email messaging which resulted in newsletter open rates jumping from 40% in Q2 of 2019 to 65% in Q1 of 2020.

SKILLS

Google Suite

- Better insight into the paid marketing efforts.

Hotjar

- Visualization of user activity on our website beyond numbers.

EDUCATION

Bachelor of Arts, MSOMO UNIVERSITY

2014 - 2018