

Jane Smith

Digital Marketing Strategist | Brand Engagement Expert

Summary:

Creative and data-driven marketing professional with 8 years of experience in digital campaigns, brand storytelling, and customer acquisition. Proven ability to lead cross-functional teams and scale marketing strategies across channels.

Skills:

- Digital Strategy, Campaign Management, Brand Positioning
- Tools: Google Ads, Meta Ads, HubSpot, Mailchimp, SEMrush
- SEO, Content Marketing, Social Media Analytics

Professional Experience:

Senior Marketing Manager - BrightReach (2020-Present)

- Led a team of 6 to deliver a 32% increase in qualified leads in 12 months
- Managed a \$500K annual ad budget across Google and LinkedIn campaigns

Digital Marketing Executive - Vista Media (2015-2020)

- Developed and executed SEO strategy resulting in 120% increase in organic traffic
- Created content calendars and brand voice guidelines for 3 major clients

Education:

MBA in Marketing - IIM Bangalore

BA in Mass Communication - University of Mumbai

Certifications:

HubSpot Inbound Marketing | Google Analytics Certified