**3. Digital Marketing Specialist – Mark Lee**

**Mark Lee**  
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**Professional Summary**  
Digital Marketing Specialist with 6 years of experience in SEO, PPC, and social media marketing. Proven track record of increasing brand visibility and driving engagement across multiple platforms.

**Skills**

* SEO and SEM optimization
* Google Ads, Facebook Ads
* Social media management (Instagram, LinkedIn, Twitter)
* Content strategy and development
* Analytics and reporting (Google Analytics)

**Work Experience**

**Digital Marketing Specialist**  
Bright Media | Chicago, IL | Jan 2019 – Present

* Increased organic website traffic by 40% through strategic SEO and content marketing initiatives.
* Managed paid advertising campaigns across Google Ads and Facebook, resulting in a 25% increase in conversions.
* Developed social media strategies that grew followers by 15% within 6 months.

**Digital Marketing Coordinator**  
NextGen Marketing | New York, NY | Jun 2016 – Dec 2018

* Assisted in creating and executing digital marketing campaigns for B2B and B2C clients.
* Managed social media accounts, curated content, and engaged with followers to increase brand presence.

**Education**  
Bachelor of Business Administration in Marketing  
New York University | 2016

**Certifications**

* Google Ads Certified
* HubSpot Inbound Marketing Certification