

## Professional Experience

### Marketing Specialist

Solaris Marketing Inc., New York, NY | February 2019 - Present

- Define and execute a wide range of digital marketing campaigns, evaluate consumer trends, and provide recommendations to enhance digital presence for major client accounts valued at \$120,000 to \$300,000
- Utilize Google Analytics to analyze web performance and identify opportunities to increase paid search and organic traffic by up to 32%
- Coordinate cross-functionally with digital marketing teams, web developers, and client stakeholders to define effective marketing strategies in alignment with brand goals

### Marketing Specialist

Elevate Education, New York, NY | June 2018 - February 2019

- Led a variety of digital marketing initiatives to drive traffic and improve lead generation for a premier e-learning company, resulting in a 130% increase in enrollments
- Conducted comprehensive analysis of SEO performance and competitor sites to enhance web copy, resulting in a 14% increase in site traffic
- Executed a large-scale project to launch online advertisements on LinkedIn and Facebook, contributing to a 24% increase in sales conversions

## Education

### Bachelor of Science (B.S.) in Marketing

Columbia University, New York, NY | September 2014 - June 2018

## Certifications

### Professional Certification in Digital Marketing

AMA | June 2018



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A marketing specialist with six years of professional experience specializing in digital marketing, content development, and lead generation. A proven track record of executing high-impact campaigns to enhance audience engagement and drive brand growth.

## Key Skills

- Digital marketing
- Competitive analysis
- Data-driven decision-making
- Copywriting
- Brand awareness