

## [CONTACT INFORMATION]

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## [SUMMARY]

Results-driven **Digital Marketing Manager** with 7+ years of experience in developing and executing integrated marketing strategies that drive customer acquisition and brand growth. Expertise in **SEO/SEM**, **content strategy**, and **multi-channel campaign management**. Consistently achieved significant ROI improvements for B2B and B2C clients.

## [CORE COMPETENCIES]

- \* Digital Strategy & Planning
- \* SEO/SEM (Google Ads Certified)
- \* Content Marketing & Copywriting
- \* Social Media Management (Paid & Organic)
- \* Google Analytics & Data Analysis
- \* CRM (HubSpot, Salesforce)

## [PROFESSIONAL EXPERIENCE]

Digital Marketing Manager | GrowthPro Agency | New York, NY

(Feb 2020 – Present)

- \* Managed an annual marketing budget of \$500K across all digital channels (PPC, social, email).
- \* Increased website organic traffic by **120%** within 18 months through a comprehensive SEO strategy.
- \* Reduced Cost Per Acquisition (CPA) by **25%** year-over-year via Google Ads optimization.

- \* Led a team of three marketing specialists, overseeing content creation and performance reporting.

Marketing Specialist | ConsumerTech Inc. | New York, NY

(Mar 2016 – Jan 2020)

- \* Executed email marketing campaigns (Mailchimp), contributing to a **\*\*40% increase\*\*** in lead conversion.

- \* Created and managed all social media content, doubling engagement rates on LinkedIn and Twitter.

#### [EDUCATION]

M.A. in Integrated Marketing Communications | New York University | New York, NY

(2015)

B.S. in Business Administration | Baruch College | New York, NY

(2013)