

# Amara Okafor

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## PROFESSIONAL SUMMARY

Accomplished Marketing Director with 10 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Digital Marketing

SEO

SEM

Google Analytics

Facebook Ads

Content Marketing

## PROFESSIONAL EXPERIENCE

### Marketing Director | Home Depot

2019 - Present | San Francisco, CA, USA

- Spearheaded marketing initiatives that delivered 45% improvement in operational efficiency
- Led cross-functional teams of 12 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$410K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 39%

### Marketing Director | Adobe

2016 - 2019

- Developed and maintained seo applications serving 26K+ users
- Collaborated with product and design teams to deliver 15 major feature releases
- Optimized system performance resulting in 44% reduction in response time

## EDUCATION

### Bachelor of Science in Communications

Johns Hopkins University | 2008

## CERTIFICATIONS

- HubSpot Content Marketing
- Adobe Certified Expert