

# Daniel Vaughn

*Digital Marketing Manager*

*daniel.vaughn@email.com*

## Professional Summary

Digital Marketing Manager with 6 years of experience planning and executing multi-channel marketing strategies. Skilled in SEO, paid media, and email automation with a strong focus on analytics-driven decision-making.

## Skills

SEO & SEM, PPC Campaigns, Email Marketing, Google Ads, Meta Ads Manager, GA4, HubSpot, Marketing Strategy, Conversion Optimization, A/B Testing

## Experience

Digital Marketing Manager - GrowthSpire Media (2020 - Present)

- Managed digital budgets exceeding \$500K across Google and Meta platforms.
- Developed lead generation funnels that improved conversions by 30%.
- Conducted A/B testing on ad creatives and landing pages.

Performance Marketing Specialist - NetBoost Agency (2017 - 2020)

- Executed paid search strategies for B2B clients.
- Launched segmented email campaigns that increased open rates by 20%.

## Education

B.S. in Marketing, University of Minnesota, 2016