

Olivia Harper

Senior Digital Marketing Manager

olivia.harper@email.com

Professional Summary

Senior Digital Marketing Manager with 10+ years of experience leading global digital strategy, driving brand growth, and delivering ROI through cross-functional campaign execution. Expert in omni-channel strategy, marketing analytics, and digital team leadership.

Skills

Omni-Channel Strategy, Paid Media, SEO/SEM, GA4, CRM Strategy, Marketing Automation, Content Strategy, Team Management, Attribution Modeling, Data-Driven Marketing

Experience

Senior Digital Marketing Manager - NexaGlobal (2018 - Present)

- Directed digital strategy across paid, organic, email, and affiliate channels.
- Oversaw \$2M annual digital spend with 4x ROAS on key campaigns.
- Led a team of 8 digital specialists across PPC, SEO, content, and email.

Digital Marketing Lead - SignalPoint Agency (2014 - 2018)

- Developed KPI frameworks and data dashboards for client campaigns.
- Scaled performance marketing efforts for SaaS and e-commerce clients.

Education

MBA in Marketing & Analytics, Northwestern University - Kellogg, 2013