

Rami Shoula

Digital Marketing Manager

👤 Profile

Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

📁 Employment History

Digital Marketing Manager at Scorpion Internet Marketing, Denver

March 2015 — Present

- Evaluated client websites for mobile performance and optimal search engine rankings.
- Developed unique content for a variety of clients sites to improve presence and brand awareness.
- Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of clients.
- Introduced scheduled targeted email marketing programs.
- Managed a teams of marketing professionals to ensure the success of marketing campaigns.

Marketing Research Specialist at Great Blue Research, Hartford

June 2014 — March 2015

- Coordinated mailings, marketing materials, and website content.
- Edited and proofread copy.
- Generated invigorating social media content.
- Organized contracts, books, and files
- Worked alongside marketing specialists and graphic designers.

Writing Consultant at Yale College Writing Center, New Haven

October 2012 — May 2014

- Worked with students of all writing levels and offered suggestions to improve their writing.
- Collaborated with other consultants and tutors to develop workshops for students and staff.
- Worked with international students as an English Language Resource specialist, providing optimal assistance and support.

🎓 Education

Bachelor of Marketing, Yale College, New Haven

August 2010 — May 2014

Details

romioshoula@gmail.com

Skills

Social Media Management

Adobe Creative Suite

Google Analytics

Content Creation

SEO Copywriting

Industry Trends & Sales

Forecasting

Languages

Portugese

High School Diploma, Somers High School, Somers

September 2006 — May 2010

References

Reggie Martinez from Scorpion Internet Marketing

rmartinez@scorpion.com · (720) 622-5648

Rachel Respinelli from Yale College

respinelli@yale.edu · (203) 432-2233

Devon Hayes from Great Blue Research

hayes@greatblue.org · 273-191-0023