**James Johnson**

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**Profile**

Dynamic **Digital Marketing Specialist** with 3+ years of experience in SEO, Google Ads, and social media marketing. Skilled in increasing online visibility, generating qualified leads, and optimizing campaigns to improve ROI. Strong blend of creative thinking and data-driven decision-making.

**Key Skills**

SEO • Google Ads • Meta Ads • Social Media Strategy • Email Marketing • Content Creation • Google Analytics • Branding

**Experience**

**Digital Marketing Executive** — *ABC Solutions Pvt. Ltd., Pune*  
📅 Jan 2022 – Present

* Increased organic website traffic by **45%** and lead generation by **30%**.
* Managed ₹2L+ ad spend monthly with **4.2x ROAS**.
* Optimized SEO for top-ranking keywords and built analytics dashboards.

**Digital Marketing Intern** — *Creative Spark Agency, Mumbai*  
📅 Jun 2021 – Dec 2021

* Supported campaign execution and reporting for multiple clients.
* Improved email engagement by **20%** through optimized workflows.

**Certifications**

Google Ads Search | Meta Marketing Associate | HubSpot Inbound