



SOPHIA BROWN

Digital Marketing Manager

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📍 Los Angeles
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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 7 years of experience in developing and executing data-driven marketing strategies. Proven track record in SEO, SEM, and multi-channel campaigns that drive engagement and revenue growth.

WORK EXPERIENCE

International Digital Marketing Manager 📅 Dec / 2019-Ongoing
Maple Leaf Consulting 📍 Toronto, ON

1. Developed and managed a comprehensive digital marketing strategy, enhancing brand visibility and engagement.
2. Executed multi-channel campaigns, including SEO, SEM, and social media, resulting in a 40% increase in web traffic.
3. Analyzed campaign performance using analytics tools, optimizing strategies to improve ROI and customer acquisition.
4. Collaborated with cross-functional teams to create engaging content and promotional materials, driving customer engagement.
5. Managed email marketing campaigns, achieving a 30% increase in open rates through targeted segmentation.
6. Oversaw the marketing budget, ensuring cost-effective allocation of resources across various channels.
7. Conducted market research to identify trends and opportunities, informing strategic marketing decisions.

Digital Marketing Manager 📅 Dec / 2017-Dec / 2019
Lakeside Apparel Co 📍 Chicago, IL

1. Led the development and execution of digital marketing initiatives, driving brand awareness and customer engagement.
2. Managed SEO and PPC campaigns, resulting in a significant increase in qualified leads and conversions.
3. Created and implemented email marketing strategies that improved customer retention and engagement.
4. Developed content for social media platforms, increasing follower engagement and brand loyalty.
5. Utilized analytics tools to track performance metrics, providing insights for continuous improvement.

EDUCATION

Bachelor of Science in Marketing 📅 Dec / 2015-Dec / 2017
University of California, Berkeley 📍 Denver, CO

Focused on digital marketing strategies, consumer behavior, and market research.

SKILLS

Data Analysis Tools

Graphic Design Software

CRM Management

E-commerce Strategy

Content Management Systems

INTERESTS

- 📖 Podcasts
- 📖 Language Learning
- 📖 Dancing
- 📖 Cycling

STRENGTHS

- ☀ Integrity
- ☀ Intuition
- ☀ Leadership
- ☀ Listening

LANGUAGES

- 🇬🇧 English 80%
- 🇩🇪 German 80%
- 🇰🇪 Swahili 80%

ACHIEVEMENTS

- 🌟 Increased website traffic by 40% through targeted SEO strategies.
- 🌟 Achieved a 25% growth in lead generation via multi-channel campaigns.
- 🌟 Improved email open rates by 30% through A/B testing and segmentation.