



# SOPHIA BROWN

## Digital Marketing Manager

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www.qwikresume.com

### 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

Maple Leaf Consulting

Dec / 2019-Ongoing

Toronto, ON

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

#### Digital Marketing Manager

Lakeside Apparel Co

Dec / 2017-Dec / 2019

Chicago, IL

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

### EDUCATION

#### Bachelor of Science in Marketing

University of California, Berkeley

Dec / 2015-Dec / 2017

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.