

Sarah Lee

Digital Marketing Specialist (Mid-Level)

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Summary

Marketing strategist with 4+ years of experience in content marketing, SEO, and paid social media campaigns. Proven track record of increasing engagement and ROI.

Skills

SEO/SEM, Google Analytics, Facebook Ads, HubSpot, WordPress, Copywriting, A/B Testing

Education

B.A. in Communication, NYU, 2019

Experience

- Digital Marketing Coordinator, BrandCore Media - 2021-2024
- Increased organic traffic by 42%, managed \$50k/month ad budget