Peter Zhang

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Objective

Dynamic marketing professional with over 5 years of experience in digital marketing and brand management. Proven track record in increasing brand visibility and driving online engagement through innovative campaigns. Seeking to leverage expertise in social media strategy and content marketing to contribute to the success of XYZ Corporation.

Education

Bachelor of Science in Marketing

University of California, Berkeley, CA

Graduated: May 2018

Relevant Coursework: Digital Marketing, Consumer Behavior, Marketing Analytics

Experience

Digital Marketing Specialist

Tech Innovations Inc., San Francisco, CA

June 2020 - Present

Developed and executed social media campaigns that increased engagement by 40% across platforms.

Managed a $200,000 annual digital marketing budget, optimizing ad spend and achieving a 25% increase in ROI.

Collaborated with cross-functional teams to launch a new product line, resulting in a 30% boost in sales within the first quarter.

Marketing Coordinator

Creative Solutions LLC, San Francisco, CA

August 2018 - May 2020

Assisted in the development of a rebranding strategy that increased brand recognition by 50%.

Coordinated and executed email marketing campaigns with an open rate of 22% and click-through rate of 5%.

Conducted market research and analysis to inform strategic business decisions and product launches.

Skills

Social Media Management

Content Creation

SEO and SEM

Data Analysis

Adobe Creative Suite

Google Analytics

Certifications

Google Analytics Certified, Google, 2021

Content Marketing Certification, HubSpot Academy, 2020

Volunteer Experience

Marketing Volunteer

San Francisco Food Bank, San Francisco, CA

January 2019 - Present

Designed promotional materials and managed social media for fundraising events, contributing to a 15% increase in donations.

Organized community outreach programs to raise awareness about food insecurity issues.