Kate anderson

Address | Phone | Email

# Objective

To achieve success in the field of digital marketing and grow with the organization

# Experience

**Pigeon Technicals Ltd.**

Digital Marketing Specialist | January 2008 - Present

* Analyzing business performance with the help of digital tools and reports
* Analyzing the available resources and digital tools. Web traffic analysis using various digital tools like Google analytics
* Preparing interactive strategic digital marketing plan
* Creating awareness about the company's brand

**Sparrow Technologies**

Digital Marketing Executive | April 2005 - December 2007

* Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, etc.
* Keyword analysis and research
* Analyzing and checking the success of the digital marketing techniques used
* Providing online help to clients to achieve success

# Education

* Master of Science in Integrated Marketing from New York University in 2004
* Certificate in Digital Media Marketing from New York University

# skills

* Strategic analysis
* Keyword research and analysis
* Email marketing
* SEO (Search Engine Optimization)
* PPC advertisements
* E-marketing plan and content development for email marketing and PPC advertisements