1. Led and managed talented teams of [Job title]s to plan and implement project tasks meeting timelines and exceeding expectations.
2. Managed team of [Number] direct reports engaged in ongoing product optimization, account management and ad placement on company website.
3. Administered marketing calendar and posted new content to coincide with new product and service releases.
4. Masterminded highly successful digital strategies for various platforms to attract customer engagement.
5. Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
6. Evaluated monthly performance statistics and used data to inform future strategies.
7. Devised strategies and roadmaps to support product vision and value to business.
8. Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
9. Utilized techniques such as cold calling, networking and prospecting to develop new leads.
10. Maintained expert-level skills in digital platforms such as [Type] and [Type] platforms.
11. Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
12. Increased customer engagement through social media.
13. Outlined omnichannel channel goals across brands and digital platforms, including store systems, web, mobile and marketing systems.
14. Discussed SEO needs and optimized strategies for short- and long-term campaigns.
15. Provided digital marketing solutions to [Type] businesses.
16. Evaluated business requirements, leveraging information to forecast feature costs relating to hardware, software and consulting.
17. Analyzed competitor pages to locate backlink and keyword opportunities.
18. Monitored return on investment of online and social media marketing efforts.
19. Analyzed and reported social media and online marketing campaign results.
20. Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.