* Directed $[Amount] mobile marketing program.
* Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.
* Interviewed, onboarded and mentored [Number]+ sales and marketing professionals and provided training on organizational strategies, Google AdWords and Google Analytics.
* Optimized social media channels and web pages to improve SEO and usability.
* Created wide range of digital assets such as rich media online ads and micro websites.
* Boosted brand awareness by establishing strong web and social media presence.
* Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines.
* Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
* Delivered effective and innovative digital campaigns for products such as [Type] and [Type].
* Collaborated effectively with advertising and media specialized to boost results from strategic campaigns.
* Masterminded highly successful digital strategies for various platforms to attract customer engagement.
* Leveraged tracking data to segment target audiences, trigger campaigns and personalize content.
* Oversaw numerous social media campaigns, including creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements.
* Collaborated cross-functionally with sales, engineering and product management teams to accomplish shared goals.
* Developed paid client ads for use on diverse social media platforms, achieving average of [Number] users per ad.
* Improved click-through rates, conversion and other important KPIs with strategic approach.
* Collected and analyzed Web metrics such as visits, time on site and page views per visit.
* Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
* Helped clients develop website portals and social media pages to promote businesses.
* Produced and submitted weekly reports outlining progress against KPI objectives.