1. Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
2. Implemented weekly promotional and editorial strategies to improve customer engagement across all channels by [Number]%.
3. Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.
4. Developed and executed multiple print and digital marketing efforts to enhance brand visibility in [Type] industry.
5. Cultivated strong client relationships and extended marketing services, driving $[Amount] in additional revenue.
6. Increased brand awareness through creation and management of social media channels, boosting social media engagement by [Number]%.
7. Used [Software] and [Software] to design promotional materials, including search engine marketing advertisements and mobile advertisements.
8. Oversaw [Type] projects and coordinated tasks with [Number] contractors to meet deadlines under budget.
9. Collaborated cross-functionally with sales, engineering and product management teams to accomplish shared goals.
10. Created and presented pitch materials, including proposals and presentations.
11. Boosted brand awareness by establishing strong web and social media presence.
12. Used [Software] and [Software] to create videos, how-to articles and live on-line broadcasts.
13. Created wide range of digital assets such as rich media online ads and micro websites.
14. Interviewed, onboarded and mentored [Number]+ sales and marketing professionals and provided training on organizational strategies, Google AdWords and Google Analytics.
15. Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.
16. Delivered effective and innovative digital campaigns for products such as [Type] and [Type].
17. Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines.
18. Improved click-through rates, conversion and other important KPIs with strategic approach.
19. Leveraged tracking data to segment target audiences, trigger campaigns and personalize content.
20. Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.