1. Outlined omnichannel channel goals across brands and digital platforms, including store systems, web, mobile and marketing systems.
2. Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
3. Managed social media accounts for [Number] clients, generating interest for existing and upcoming product or service releases.
4. Managed team of [Number] direct reports engaged in ongoing product optimization, account management and ad placement on company website.
5. Evaluated monthly performance statistics and used data to inform future strategies.
6. Masterminded highly successful digital strategies for various platforms to attract customer engagement.
7. Created social media content with consistent content and tone.
8. Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
9. Provided digital marketing solutions to [Type] businesses.
10. Devised strategies and roadmaps to support product vision and value to business.
11. Monitored return on investment of online and social media marketing efforts.
12. Verified client messages were answered within [Number] hours to establish quick and effective issue resolution.
13. Administered marketing calendar and posted new content to coincide with new product and service releases.
14. Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
15. Evaluated business requirements, leveraging information to forecast feature costs relating to hardware, software and consulting.
16. Analyzed and reported social media and online marketing campaign results.
17. Maintained expert-level skills in digital platforms such as [Type] and [Type] platforms.
18. Proactively engaged with clients by phone, email and in-person, which helped established long-term, lucrative relationships.
19. Increased customer engagement through social media.
20. Developed marketing content such as blogs, promotional materials and advertisements for social media.