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