1. Optimized social media channels and web pages to improve SEO and usability.
2. Created wide range of digital assets such as rich media online ads and micro websites.
3. Collaborated effectively with advertising and media specialized to boost results from strategic campaigns.
4. Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines.
5. Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.
6. Leveraged tracking data to segment target audiences, trigger campaigns and personalize content.
7. Boosted brand awareness by establishing strong web and social media presence.
8. Delivered effective and innovative digital campaigns for products such as [Type] and [Type].
9. Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
10. Interviewed, onboarded and mentored [Number]+ sales and marketing professionals and provided training on organizational strategies, Google AdWords and Google Analytics.
11. Oversaw numerous social media campaigns, including creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements.
12. Improved click-through rates, conversion and other important KPIs with strategic approach.
13. Collaborated cross-functionally with sales, engineering and product management teams to accomplish shared goals.
14. Directed $[Amount] mobile marketing program.
15. Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
16. Masterminded highly successful digital strategies for various platforms to attract customer engagement.