1. Identified target market and key segments through in-depth analysis of markets and related trends.
2. Used [Software] to create and print marketing materials, including product reviews, press releases and ads.
3. Managed team of [Number] to generate original content and moderate online community members.
4. Revamped [Type] website, increasing daily visitation from [Number] to [Number] per month.
5. Devised strategies and roadmaps to support product vision and value to business.
6. Increased customer engagement through social media.
7. Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
8. Developed marketing content such as blogs, promotional materials and advertisements for social media.
9. Used [Software] and [Software] to track consumer engagement and draw conclusions about user data.
10. Created videos and managed YouTube channel to strengthen company reputation.
11. Developed Twitter strategy for [Program] reporters and editors, enabling [Result].
12. Provided digital marketing solutions to [Type] businesses.
13. Maintained expert-level skills in digital platforms such as [Type] and [Type] platforms.
14. Monitored online presence of company's brand to engage with users and strengthen customer relationships.
15. Used [Software] to analyze conversion rates across multiple digital channels.
16. Created and facilitated [Type] online contests to retain members and attract new members.
17. Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.
18. Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
19. Utilized techniques such as cold calling, networking and prospecting to develop new leads.
20. Curated and segmented editorial content to increase engagement and channel growth.