1. Used [Software] to analyze conversion rates across multiple digital channels.
2. Utilized techniques such as cold calling, networking and prospecting to develop new leads.
3. Maintained expert-level skills in digital platforms such as [Type] and [Type] platforms.
4. Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
5. Drove brand awareness [Number]% by developing [Type] online marketing campaigns.
6. Provided digital marketing solutions to [Type] businesses.
7. Analyzed and reported social media and online marketing campaign results.
8. Used [Software] to create and print marketing materials, including product reviews, press releases and ads.
9. Outlined omnichannel channel goals across brands and digital platforms, including store systems, web, mobile and marketing systems.
10. Evaluated business requirements, leveraging information to forecast feature costs relating to hardware, software and consulting.
11. Developed Twitter strategy for [Program] reporters and editors, enabling [Result].
12. Discussed SEO needs and optimized strategies for short- and long-term campaigns.
13. Monitored online presence of company's brand to engage with users and strengthen customer relationships.
14. Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
15. Planned and instituted social media marketing plan for [Client name].
16. Managed team of [Number] to generate original content and moderate online community members.
17. Used [Software] and [Software] to track consumer engagement and draw conclusions about user data.
18. Identified target market and key segments through in-depth analysis of markets and related trends.
19. Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.
20. Devised strategies and roadmaps to support product vision and value to business.