

## DIGITAL MARKETING ACCOUNT MANAGER

### Experience

11/2014 to 06/2017

Digital Marketing Account Manager Company Name i¼ City , State

- Creative, analytical, problem solver responsible for developing, implementing and executing strategic marketing plans.
- Ensure that marketing services are delivered efficiently and effectively, yielding positive ROI.
- Manage the day-to-day of on- projects, collaborating with team and clients, ensuring all projects meet deadlines.
- Create, manage, design, and implement email campaigns, ensuring they align with strategy, branding and goals.
- Manage email lists, segmenting for campaigns, and created an ongoing schedule of content.
- Designed presentations, documents, marketing collateral and print, ensuring brand consistency.
- Created annual editorial calendars based on clients' expectations and adapting strategies as needed.
- Facilitate weekly client calls to discuss upcoming deliverables, website metrics and site analytics.
- Created annual editorial calendars based on clients' expectations and adapting strategies as needed.
- Project manage entire campaigns adhering to the editorial calendar for content creation, dates, and channels.

11/2014 to 07/2015

Marketing & Website Manager Company Name i¼ City , State

- Developed and implemented, and coordinated marketing strategies across all marketing channels.
- Enhance the brands online visibility to engage with potential customers, gain customer acquisition, and increase brand awareness.
- Plan and create content calendar with design and copy for website, advertising, and marketing collateral.
- Responsible for all aspects of campaigns including development, design, launch.
- Designed high quality, creative content to be used for print and online for visibility and brand recognition.
- Implemented an ecommerce platform and shopping cart to generate web sales.
- Optimized website for search engine performance to drive website traffic, and increase online visibility.
- Strategized and implemented a marketing plan ensuring all plans were aligned across all platforms.
- Create style guides, brand guidelines and standards assure that the brand is handled consistently.

08/2014 to Current

Digital Marketing & Branding Consultant Company Name i¼ City , State

- Assist a variety of clients to meet business objectives by building brand awareness, strengthening online presence and improving the marketing strategy using comprehensive tactics.
- Provide clients with insights regarding promotions, branding, and strategies for marketing success.
- Provide clients with the implementation of marketing strategies.
- Develop, design and manage all digital marketing campaigns.
- Design and implement strategies to drive online traffic.
- Review new and innovative strategies to ensure the clients are at the forefront of digital marketing.
- Provide support and guidance with marketing, strategy development and implementation.

08/2012 to 06/2014

Teacher's Assistant Company Name i¼ City , State

- Provide support for teacher, allowing maximum time for planning and teaching.
- Worked alongside teacher to create and provide students with a positive, well-organized, functional classroom for maximized instructional time.
- Assist the teacher with implementing the daily curriculum and management of the classroom.
- Supported lead teacher in creating a successful learning environment.
- Reinforce lessons by reviewing with student's one-on-one or in small groups.
- Attend all staff trainings, in-services and workshops.
- Treated confidential information about students and staff in a professional and ethical manner.
- Established and maintained a cooperative, supportive and effective relationship with all personnel.

## Education and Training

12/2010

Bachelor of Arts : Elementary Education University of North Florida Elementary Education

07/2007

Associates In Arts : Elementary Education Florida Community College of Jacksonville Elementary Education

## Skills

Adobe Creative Suite, advertising, Automation, branding, content, content creation, Customer Relationship Management, client, clients, ecommerce, editorial, E-mail, email, functional, marketing plan, Marketing Planning, marketing strategies, Marketing Strategy, marketing, marketing collateral, personnel, presentations, problem solver, Project Management, quality, sales, strategy, strategy development, strategic marketing, teacher, teaching, website, well-organized, workshops

## Activities and Honors

Strategic and creative marketing professional with experience in project management, strategy, creative design and email marketing used to generate brand awareness and revenue using a variety of marketing channels designed to attract and keep customer relationships. \*Expertise in

multiple digital marketing disciplines, including inbound, affiliate, content, and email marketing \*Excellent project and time management skills with ability to multitask, prioritize tasks and meet deadlines \*Well-developed interpersonal skills allowing the ability to communicate effectively and strengthen relationships CAREER OBJECTIVE Seeking a full-time marketing position at an organization where I contribute my experience and expertise in the fields of marketing, creative design, analytics, to work collaboratively as a member of a team as well as independently to achieve company goals and promote growth.