

## DIGITAL MARKETING SPECIALIST

### Summary

Digital marketing professional experienced in sales, marketing and account management. Google AdWords and Analytics certified with skills including PPC/SEM, lead generation, analytics, SEO, social media, landing page optimization, and creative work. Out-of-the-box creative problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills (verbal/written).

### Skills

- Digital Marketing Strategy
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing

### Experience

06/2017 to Current

Digital Marketing Specialist Company Name i¼ City , State

- Maintain clients' online presence, and ensuring that their products and services are effectively communicated to their target audiences.
- Optimize advertising spending by implementing proper Adwords account structures, negative keywords, and A/B split testing.
- Use Google Analytics data to modify site content, achieve goals, and reach KPI's, including CPC, CTR, quality score, and ROI.
- Familiar with SEO strategies like competitive keyword research, domain authority analysis, and link building.

02/2016 to 07/2017

Store Manager Company Name i¼ City , State

- Supervises and motivate team members to meet daily high standards of cleanliness, efficiency, and customer service at all times.
- Manage work schedules within established budgets for optimal store coverage.
- Monitor sales and labor cost issues daily with a goal to maximize profitability without sacrificing customer service.

09/2013 to 11/2015

Sales Representative Company Name i¼ City , State

- Responsible for customer support, orders, and quotations via phone, fax, email, and person-to-person interaction.
- Meets and/or exceeds sales and profit goals by following up on sales leads, monitoring market trends and growing the positive reputation of the company.

### Education and Training

2016

Mt. San Antonio College i¼ City , State

2017

Digital Marketing Career Blueprint i¼ City , State