

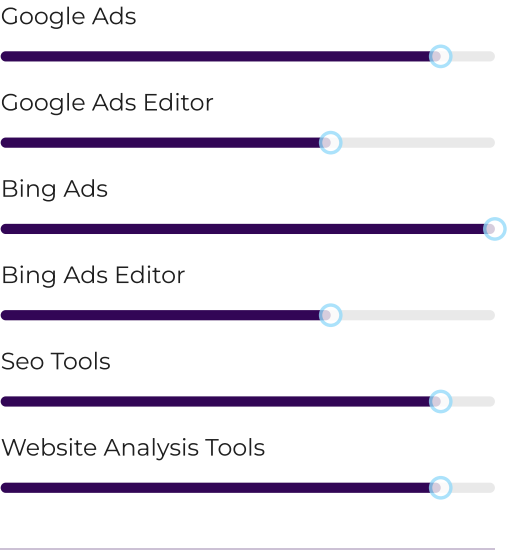


# OLIVIA SMITH

Digital Account Associate

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## SKILLS



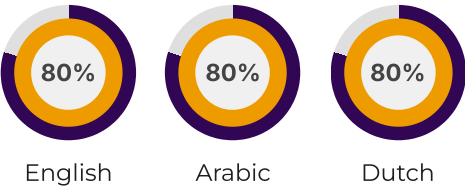
## INTERESTS

- DIY Projects
- Crafting
- Meditation
- History

## STRENGTHS

- Humility
- Innovation
- Insightfulness
- Integrity

## LANGUAGES



## ACHIEVEMENTS

- Achieved a 25% increase in client satisfaction scores through targeted account management strategies.
- Implemented a new reporting system that improved campaign performance tracking and analysis.

## PROFESSIONAL SUMMARY

Passionate Digital Account Associate with 2 years of experience in executing successful digital marketing strategies and managing client accounts. Skilled in leveraging analytics to enhance campaign performance and drive engagement. Eager to utilize my expertise in fostering client relationships and delivering impactful solutions that contribute to team success.

## WORK EXPERIENCE

- Digital Account Associate
- Blue Sky Innovations
- Mar / 2024-Ongoing
- Chicago, IL
- Optimized digital marketing campaigns for global SEM accounts, enhancing keyword performance and increasing ROI.
  - Executed comprehensive keyword research and ad copy development for PPC accounts, driving higher conversion rates.
  - Delivered detailed performance reports utilizing Excel and Google Ads to provide actionable insights to clients.
  - Conducted thorough website audits, recommending SEO best practices that improved site visibility.
  - Developed and implemented display advertising campaigns on Google Display Network to enhance brand reach.
  - Utilized A/B testing and data analysis to refine ad targeting strategies, maximizing traffic and engagement.
  - Collaborated with cross-functional teams to drive integrated marketing strategies and ensure alignment with client goals.

- Marketing Manage
- Lakeside Apparel Co
- Mar / 2023-Mar / 2024
- Chicago, IL
- Directed impactful social media marketing initiatives that significantly boosted brand awareness and engagement.
  - Identified and nurtured online communities to enhance customer loyalty and drive sales growth.
  - Managed logistics and financial planning for numerous public events, ensuring seamless execution.
  - Oversaw creative design for marketing materials, enhancing brand consistency across platforms.
  - Produced and edited content for marketing publications, increasing readership and engagement.
  - Formulated co-branding strategies with leading industry partners, expanding market reach.

## EDUCATION

- Bachelor of Science in Marketing
- University of California
- Mar / 2022-Mar / 2023
- Santa Monica, CA
- Focused on digital marketing strategies and consumer behavior.