

HENRY WALKER

Digital Content Manager

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PROFESSIONAL SUMMARY

Dynamic Digital Content Manager with over 7 years of experience in crafting and executing innovative content strategies that drive engagement and brand loyalty. Proven expertise in SEO, SEM, and social media marketing, coupled with strong leadership in managing cross-functional teams. Committed to transforming audience insights into compelling narratives that align with business objectives and elevate brand presence.

WORK EXPERIENCE

Digital Content Manager
Maple Leaf Consulting

📅 May / 2021-Ongoing
📍 Toronto, ON

- Lead strategic brand development and manage agency relationships to enhance the digital ecosystem across social media, email, and e-commerce platforms.
- Transformed the company brand into a lifestyle identity, significantly impacting associated businesses.
- Designed an email marketing program that achieved consistently high open and click-through rates.
- Created innovative eCommerce solutions supported by effective marketing strategies.
- Collaborated with culinary experts and industry leaders to develop engaging promotional content.
- Oversaw a content team, ensuring high-quality production aligned with audience preferences.
- Utilized native advertising and email strategies to maximize eCommerce performance.

Digital Content Manager
Silver Lake Enterprises

📅 May / 2018-May / 2021
📍 Seattle, WA

- Collaborated with SEO Analysts and Marketing Managers to devise a comprehensive content marketing strategy across multiple digital platforms.
- Generated creative content ideas by analyzing trends and consulting with writers and marketing professionals.
- Managed a team of web content writers, guiding project development and providing constructive feedback and training.
- Oversaw the editorial schedule for various commercial and entertainment websites to ensure timely content delivery.
- Executed SEO strategies, leveraging tools such as Google Analytics to enhance content visibility and engagement.
- Published visually appealing content for commercial websites, prioritizing user experience and accessibility.

EDUCATION

Bachelor of Arts in Communications
University of Illinois

📅 May / 2015-May / 2018
📍 Seattle, WA

Focused on media studies, digital content creation, and communication strategies.

SKILLS



ACHIEVEMENTS

- 🌟 Increased website traffic by 40% through targeted content strategies and SEO optimization.
- 🌟 Developed a social media campaign that boosted engagement by 50% within three months.
- 🌟 Launched an email marketing initiative that achieved a 30% open rate and 15% click-through rate.