

Digital Content Strategist

ROBERT SMITH

Phone: (123) 456 78 99
Email: info@qwikresume.com
Website: www.qwikresume.com
LinkedIn:
[linkedin.com/qwikresume](https://www.linkedin.com/qwikresume)
Address: 1737 Marshville Road,
Alabama.

Objective

Highly qualified Digital Content Strategist with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects, and would excel in the collaborative environment on which your company prides itself.

Skills

Powerpoint, Microsoft Office, Microsoft Office, Hootsuite, CMS, Google Analytics, WordPress.

Work Experience

Digital Content Strategist

ABC Corporation - June 2014 - December 2016

- Deliver branded customer-focused digital content social, mobile, email, and all digital properties, including 3rd party sites.
- Utilize data and analytics to develop an onsite content strategy, including personalized marketing experiences, for corporate and seasonal campaigns, product/brand launches, search landing pages, cross-sell/upsell opportunities, personalization, store events, and weekly promotions.
- Conceptualize and manage content related to the rewards Credit Card and four families of business Beauty & Fragrance, Shoes, Jewelry & Watches, and Handbags & Accessories.
- Increased Handbags & Accessories Featured Shops conversion rate by 21.14% and traffic by 233%.
- Increased Beauty & Fragrance Featured Shop conversion by 27.7%, traffic by 95%, and sales by 146% over last year.
- Serve as strategic lead on teams that include merchants, web analysts, digital marketing, designers, copywriters, user experience partners, and web producers.
- Gather and analyze data prior to and post projects to inform strategic decisions and understand what works well and what does not.

Digital Content Strategist

Delta Corporation - 2013 - 2014

- Web-worthy Accomplishments Developing a number of pivotal, high-level pages using a comprehensive digital messaging strategy Creating and editing .
- Develop strategic content plans and editorial calendars for clients.
- Produce digital content for websites, blog posts and social channels.
- Strategize long-term communications campaigns to showcase continual progress and evolution.
- Provide continual client guidance based on best practices and social data.
- Include Internet marketing, social media marketing, promotional events, Website development and management, New Media production management.
- Develop communication strategies and tailor messaging to specific audiences while ensuring messaging consistency on multiple social media platforms .

Education

MBA - (UNC's Kenan-Flagler Business School)