

EMMA JOHNSON

Digital Director

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PROFESSIONAL SUMMARY

Strategic Digital Director with a decade of expertise in designing and executing impactful digital initiatives that drive brand engagement and growth. Skilled in leading cross-functional teams, optimizing user experiences, and employing data-driven insights to refine marketing strategies. Passionate about leveraging innovative technologies to enhance organizational success and foster collaborative environments.

WORK EXPERIENCE

Digital Director

📅 Jan / 2019-Ongoing

Maple Leaf Consulting

📍 Toronto, ON

1. Directed a multi-disciplinary team in the development and execution of comprehensive digital marketing strategies.
2. Increased sales pipeline by over 4,000 contacts through effective social outreach initiatives.
3. Oversaw end-to-end digital marketing operations, including content creation, lead generation, and performance reporting.
4. Managed email marketing campaigns, ensuring compliance and optimizing engagement through A/B testing.
5. Achieved a substantial growth of 172,000 new contacts in the email list within one year.
6. Utilized analytics to shape marketing strategies, effectively reducing opt-out rates and enhancing user engagement.
7. Designed and maintained multiple websites and mobile applications, providing web design services to clients as needed.

Digital Director

📅 Jan / 2015-Jan / 2019

Silver Lake Enterprises

📍 Seattle, WA

1. Founded and developed a digital marketing consultancy, specializing in SEO and online advertising.
2. Established a Digital Department encompassing SEO, experience design, and data analytics.
3. Advised state party and campaigns on digital strategies, resulting in significant electoral success.
4. Revamped company websites to enhance user traffic and engagement through strategic design improvements.
5. Implemented and measured online marketing campaigns, leading to a 14.7K% increase in user acquisition.
6. Managed social media presence for high-profile clients, utilizing design tools to create compelling content.

EDUCATION

Master of Business Administration

📅 Jan / 2012-Jan / 2015

University of California

📍 Chicago, IL

Focused on digital marketing strategies and analytics.

SKILLS

Influencer Marketing



Marketing Automation



Email Campaign Management



Social Media Strategy



ACHIEVEMENTS

- 🌟 Increased website traffic by 250% through targeted SEO strategies within 12 months.
- 🌟 Achieved a 35% growth in email engagement rates by implementing personalized marketing campaigns.
- 🌟 Launched an innovative digital marketing initiative that generated a 50% increase in lead conversion.