OLIVIA SMITH
Digital Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 5 years of experience in developing and executing data-driven marketing strategies. Proven track record in enhancing brand visibility and driving customer engagement through innovative digital campaigns.

WORK EXPERIENCE

Digital Marketing Manager
Blue Sky Innovations

📅 Dec / 2021-Ongoing
📍 Chicago, IL

1. Managed comprehensive digital marketing campaigns focused on revenue growth and customer retention.
2. Executed email marketing, SEO, SEM, and social media strategies across platforms like Facebook and YouTube.
3. Led projects from conception to execution, ensuring alignment with business goals.
4. Conducted user acceptance testing (UAT) and quality assurance for all digital initiatives.
5. Oversaw the launch of mobile applications, enhancing user experience across devices.
6. Implemented digital marketing tactics, including paid search and analytic tagging, to optimize performance.
7. Developed dashboards and reports using analytics tools to track KPIs and inform strategic decisions.

Digital Marketing Manager
Summit Peak Industries

📅 Dec / 2019-Dec / 2021
📍 Denver, CO

1. Created and managed 10-15 SEO campaigns, driving organic traffic growth.
2. Conducted keyword research and developed content strategies to enhance visibility.
3. Audited websites for performance, ensuring optimal user experience and accessibility.
4. Coordinated project plans, managing teams and client content assets effectively.
5. Advised clients on SEO best practices and social media strategies to meet their goals.

EDUCATION

Bachelor of Science in Marketing
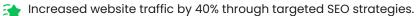**University of California**

📅 Dec / 2017-Dec / 2019
📍 Denver, CO

Focused on digital marketing strategies, consumer behavior, and brand management.

SKILLS

Content Creation

Website Management

Customer Engagement

Presentation Skills

ACHIEVEMENTS

⭐ Increased website traffic by 40% through targeted SEO strategies.

⭐ Achieved a 25% growth in email open rates by optimizing content and segmentation.