



CHARLOTTE HARRIS

Digital Media Strategist

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PROFESSIONAL SUMMARY

Dynamic Digital Media Strategist with two years of experience in creating impactful marketing strategies that enhance brand presence across digital platforms. Adept at utilizing data analytics to inform campaign decisions, boost audience engagement, and drive measurable outcomes. Committed to delivering innovative solutions that align with client objectives and resonate with target demographics.

WORK EXPERIENCE

Digital Media Strategist

Maple Leaf Consulting

📅 Apr / 2024-Ongoing

📍 Toronto, ON

1. Developed and executed targeted digital marketing campaigns for various consumer brands, enhancing visibility and engagement.
2. Created compelling content for media campaigns, including press releases, blog posts, and social media updates.
3. Managed the development and maintenance of the website, ensuring up-to-date content and user-friendly design.
4. Directed multimedia production for promotional events, overseeing all aspects from concept to execution.
5. Participated in strategic planning meetings to guide the direction and growth of marketing initiatives.
6. Established and grew a social media presence across platforms like Facebook, Twitter, and Instagram, increasing follower engagement.
7. Developed branding strategies that contributed to new brand concepts and narratives, enhancing market positioning.

Media Strategist

Summit Peak Industries

📅 Apr / 2023-Apr / 2024

📍 Denver, CO

1. Managed digital advertising campaigns across various platforms, optimizing for performance and cost-effectiveness.
2. Generated and analyzed RFPs from publisher partners to secure strategic media placements.
3. Collaborated with supervisors and directors on client projects, ensuring alignment with marketing goals.
4. Provided insights and recommendations based on campaign performance data to inform future strategies.

EDUCATION

Bachelor of Arts in Marketing

University of California, Los Angeles

📅 Apr / 2022-Apr / 2023

📍 Toronto, ON

Focused on digital marketing strategies and consumer behavior analysis.

SKILLS

Email Marketing



Graphic Design



Cross-channel Marketing



Copywriting



Customer Insights



INTERESTS

🎨 Art

🤝 Volunteering

🌲 Hiking

🧘 Yoga

STRENGTHS

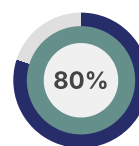
🔍 Criticality

☰ Detail-oriented

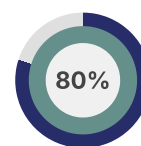
🤝 Diplomacy

😊 Enthusiasm

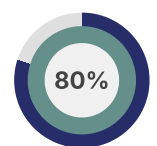
LANGUAGES



English



Spanish



Arabic

ACHIEVEMENTS

★ Increased brand engagement by 30% through targeted social media campaigns.

★ Successfully launched a digital marketing campaign that resulted in a 25% increase in website traffic.