



AMAR SINGH

ABOUT ME

Digital marketing director with a strong background in devising and implementing comprehensive digital marketing strategies for top-tier companies such as Procter & Gamble and Unilever. Hold an MBA in marketing from Harvard Business School and a Master's in digital marketing from Stanford University.

PROFESSIONAL EXPERIENCE

Digital Marketing Director | Procter & Gamble, Cincinnati, OH
June 2016 to present

- Set and executed a comprehensive digital marketing strategy that increased online sales by 35% in the first year
- Used analytical tools to monitor and report on digital marketing campaigns, resulting in a 20% increase in return on investment (ROI)
- Led a 10-person team to innovate and collaborate on digital marketing solutions


Senior Digital Marketing Specialist | Unilever, Englewood Cliffs, NJ
May 2015 to June 2016


- Oversaw development and execution of SEO and search engine marketing (SEM) strategies that increased website traffic by 25%
- Managed the company's content management system, improving efficiency and user experience
- Developed a social media strategy that increased brand engagement by 30%


PROFESSIONAL DEVELOPMENT


- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- Facebook Certified Buying Professional, Facebook Blueprint
- Google Analytics Individual Qualification (GAIQ), Google

CONTACT

 (123) 456-7890

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 LinkedIn | Portfolio

KEY SKILLS

- Content management systems
- Data analysis and reporting
- SEO
- Social media marketing

EDUCATION

- Master of Business Administration (MBA)
in Marketing
HARVARD BUSINESS SCHOOL
Boston, MA | May 2015
- Master's Degree in Digital Marketing
STANFORD UNIVERSITY
Stanford, CA | May 2015
- Bachelor's Degree in Business
Administration with a concentration in
Marketing
UNIVERSITY OF PENNSYLVANIA
Philadelphia, PA | May 2014