



# TAYLOR NGUYEN

## CONTACT

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## KEY SKILLS

- SEO and PPC management
- Data analysis and A/B testing
- Conversion rate optimization (CRO)
- Email marketing and automation
- Budget management

## CERTIFICATIONS

- Google Ads Certification | 2019
- HubSpot Inbound Marketing Certification | 2018

## PROFESSIONAL SUMMARY

A digital marketing manager with six years of experience specializing in SEO, PPC, social media, and email marketing. Skilled in data-driven campaign optimization and audience segmentation, with a history of boosting online engagement and conversion rates for B2B technology companies.

## PROFESSIONAL EXPERIENCE

### Digital Marketing Manager

TechDrive Solutions, New York, NY | January 2020 – Present

- Led digital marketing strategies across SEO, PPC, social media, and email channels, achieving a 45% increase in website traffic and a 30% boost in conversion rates
- Managed an advertising budget of \$1.2 million, allocating funds effectively to achieve a 20% reduction in cost-per-acquisition (CPA) and improve overall ROI
- Implemented A/B testing for email marketing campaigns, increasing open rates by 25% and click-through rates by 15%

### Digital Marketing Specialist

DataPulse Innovations, New York, NY | June 2017 – December 2019

- Optimized PPC campaigns on Google Ads, reducing cost-per-click (CPC) by 18% and increasing campaign profitability
- Designed and executed a targeted social media strategy that improved engagement rates by 35% and doubled followership across key platforms
- Conducted in-depth analytics on customer behavior and campaign performance to inform future digital marketing initiatives, contributing to a 40% increase in lead generation

## EDUCATION

### Bachelor of Science (B.S.), Marketing

New York University, New York, NY | June 2017