




Alex Taylor


Creative Digital Marketing

Innovative digital marketer with a passion for storytelling


Creative digital marketing professional with seven years of experience in content creation, branding, and campaign management. Skilled at crafting engaging narratives that resonate with target audiences, leading to increased brand loyalty and visibility.

CONTACT INFORMATION

 (555) 555-1234

 email@example.com

 LinkedIn | Portfolio

 Los Angeles, CA

EDUCATION

Bachelor of Arts in Communication
University of Southern California | Los Angeles, CA

KEY SKILLS

- Brand storytelling
- Creative direction
- Graphic design tools (Photoshop, Canva)
- Video marketing

PROFESSIONAL EXPERIENCE

Creative Digital Marketing Manager | Visionary Brands | August 2020 to present

- Led a rebranding initiative that increased customer retention rates by 20%
- Produced multimedia campaigns that garnered a 35% uptick in social engagement
- Direct a content calendar for a team of 10, ensuring consistent and on-brand messaging

Digital Marketing Associate | Bright Minds Agency | June 2018 to July 2020

- Designed creative Instagram and Twitter social media content that grew followers by 60% over two years
- Coordinated influencer partnerships that drove a 25% increase in product sales
- Implemented email marketing campaigns, improving open rates by 15%

CERTIFICATIONS

- Adobe Certified Professional | Adobe | July 2021