



Chloe Rivera

Digital Advertising Strategist

Innovative digital advertising strategist specializing in campaign design

Creative digital advertising strategist with nine years of experience in programmatic advertising, video campaigns, and audience segmentation. Proven ability to generate measurable engagement through tailored strategies.

CONTACT INFORMATION



(123) 456-7890



email@example.com



LinkedIn



Houston, TX

EDUCATION

- Bachelor of Arts in Marketing

University of Houston | Houston, TX

KEY SKILLS

- Programmatic advertising
- Video marketing
- Audience segmentation

PROFESSIONAL EXPERIENCE

Digital Advertising Strategist | Visionary Marketing Co. | September 2018 to present

- Designed video campaigns that achieved a 40% increase in completion rates
- Leveraged audience data to optimize programmatic ads, reducing CPM by 25%
- Collaborate with creative teams to produce high-performing ad creatives

Marketing Coordinator | Engage Digital | May 2016 to August 2018

- Assisted in the execution of multi-channel advertising campaigns, generating a 30% boost in brand awareness
- Monitored campaign performance and recommended optimizations to improve ROI
- Conducted A/B tests for email ads, increasing click-through rates by 15%

CERTIFICATIONS

- Facebook Certified Digital Marketing Associate | Facebook | June 2022