



Liam Clark

Digital Marketing Associat

CONTACT INFORMATION



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LinkedIn



Miami, FL

EDUCATION

Bachelor of Arts in Journalism

Florida State University | Tallahassee, FL

KEY SKILLS

- Campaign execution
- Email marketing automation
- Multi-channel strategy

ABOUT ME

Versatile digital marketing associate with a flair for multitasking

Dynamic digital marketing associate with seven years of experience executing multi-channel campaigns. Skilled in email marketing, SEO, and PPC with a history of delivering measurable results.

PROFESSIONAL EXPERIENCE

Digital Marketing Associate | Marketing Hub Agency | March 2020 to present

- Implemented email automation strategies that increased conversion rates by 15%
- Collaborated on a paid ad campaign, resulting in a 30% growth in leads over six months
- Conduct market research to align campaigns with target audience needs

Content Specialist | Bright Solutions LLC | January 2018 to February 2020

- Developed blog content that increased website traffic by 20%
- Worked closely with graphic designers to create visually compelling ad creatives
- Coordinated monthly editorial calendars to streamline content production

CERTIFICATIONS

- Google Analytics Certification | Google | March 2021