







Olivia Carter

Digital Marketing Consultant

Strategic digital marketing consultant specializing in growth strategies

Experienced digital marketing consultant with 13 years of success helping businesses grow their online presence and improve ROI. Adept at developing comprehensive strategies tailored to client needs, leveraging data-driven insights, and identifying growth opportunities.

CONTACT INFORMATION

-  (555) 321-8765
-  email@example.com
-  LinkedIn | Portfolio
-  Seattle, WA

KEY SKILLS

- Growth marketing
- Performance optimization
- SEM and PPC campaigns
- Strategic planning

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant | Independent Contractor | March 2015 to present

- Advised over 25 small businesses, achieving an average ROI increase of 35% across campaigns
- Developed personalized marketing strategies, boosting brand engagement by 40% within six months
- Conduct workshops on marketing best practices, attended by over 200 participants annually

Senior Digital Marketing Specialist | Apex Marketing Group | January 2012 to February 2015

- Designed and launched PPC campaigns for business-to-business (B2B) clients, reducing CPC by 30%
- Conducted competitive analyses to identify trends and recommend actionable strategies
- Increased client website traffic by 25% through targeted content strategies

EDUCATION

Master of Business Administration (MBA) in Marketing
University of Washington | Seattle, WA

CERTIFICATIONS

Advanced Search Engine Marketing Certification | SEMrush | May 2021