



# John Doe

Digital Marketing Specialist

**Experienced digital marketing specialist passionate about driving growth**

A results-driven digital marketing specialist with nine years of experience optimizing SEO campaigns, managing paid media, and analyzing user data. Proven track record of improving web traffic by 120% and increasing ROI by 35% for e-commerce brands. Adept at creating targeted strategies to boost customer engagement and brand visibility.

## CONTACT INFORMATION

 (123) 456-7890

 email@example.com

 LinkedIn | Portfolio

 New York, NY

## EDUCATION

- Bachelor of Science in Marketing  
University of Florida | Gainesville, FL

## KEY SKILLS

- Content marketing
- Google Analytics
- Keyword research
- Paid social media campaigns
- PPC strategy
- SEO

## PROFESSIONAL EXPERIENCE

XYZ Digital Solutions | January 2018 to present

- Spearheaded a paid media campaign that increased lead generation by 45% within six months
- Optimized SEO strategies for a client portfolio, achieving a 120% increase in organic traffic
- Managed a \$150,000 annual marketing budget, reducing cost-per-click (CPC) by 20%

Social Media Coordinator | Bright Agency | May 2015 to December 2017

- Designed and executed targeted social media campaigns on Twitter and Facebook, growing follower count by 80%
- Monitored social media trends and conducted audience research to improve engagement
- Coordinated cross-platform campaigns to align brand messaging

## CERTIFICATIONS

- Google Ads Certification | Google | March 2023