

Emily Chen

Digital Marketing Specialist



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Summary

Results-driven Digital Marketing Specialist with 5+ years of experience in developing and executing successful online marketing strategies to drive business growth. Proven track record of increasing website traffic by 25%, boosting social media engagement by 50%, and improving conversion rates by 15%.

Experience

Digital Marketing Specialist Jan 2020 - Present
ABC Marketing Agency New York, USA

Develop and implement comprehensive digital marketing strategies to drive business growth and improve brand visibility.

- Analyze website traffic and social media metrics to inform marketing decisions
- Create and execute multi-channel marketing campaigns to reach target audiences
- Collaborate with cross-functional teams to develop and launch new products
- Manage and optimize paid social media and search engine marketing campaigns
- Conduct competitor research and analysis to stay ahead of industry trends

Marketing Coordinator Jun 2018 - Dec 2019
DEF Marketing Firm Los Angeles, USA

Assisted in the development and execution of digital marketing campaigns to drive website traffic and generate leads.

- Created and scheduled social media content to engage with target audiences
- Monitored and reported on website analytics and social media metrics
- Coordinated email marketing campaigns to promote new products and services
- Conducted market research to identify trends and opportunities
- Assisted in the development of marketing materials such as brochures and flyers

Education

Bachelor of Science Jun 2018
University of California, Los Angeles Los Angeles, USA
Marketing GPA: 3.5

Certificates

Google Analytics Certification Jan 2020
Google
Completed the Google Analytics certification program to demonstrate expertise in website analytics and data analysis.

Skills

Digital Marketing
Social Media Marketing
SEO
PPC Advertising
Email Marketing
Data Analysis
Content Creation
Team Management

Languages

English Native
Spanish Fluent

Awards

Best Digital Marketing Campaign
Mar 2020
ABC Marketing Agency
Received the Best Digital Marketing Campaign award for a successful campaign that drove a 25% increase in website traffic and a 15% increase in conversion rates.

References

John Doe, Marketing Manager
Supervisor
john.doe@abcmarketingagency.com

Jane Smith, Marketing Coordinator
Colleague
jane.smith@defmarketingfirm.com

Hobbies

Reading industry blogs and attending marketing conferences
Participating in online marketing communities and forums