

[First Last Name]

[City, State] | [email@example.com] | [LinkedIn URL] | [Phone Number]

PROFESSIONAL SUMMARY

Results-driven **Digital Marketing Specialist** with [X+] years of experience planning, executing, and optimizing multi-channel campaigns across **SEO, SEM, paid social, and email automation**. Proven track record of increasing qualified traffic, improving conversion rates, and maximizing ROI through data-driven experimentation and A/B testing. Adept at leveraging **analytics platforms and marketing automation tools** to translate insights into actionable strategies aligned with business goals.

PROFESSIONAL EXPERIENCE

[Digital Marketing Specialist] | [Mid-Sized E-commerce Company]

[Month Year] – Present | [City, State]

- Develop and manage integrated digital campaigns across [Google Ads], [Meta Ads], and [email marketing platform] resulting in a [XX%] increase in qualified website traffic and a [YY%] lift in online revenue over [Z] months.
- Optimize on-page and technical SEO for [product/category pages] using [keyword research tools], [SEO auditing tools], and structured data, improving organic search visibility and driving a [XX%] increase in non-branded organic sessions.
- Build and maintain performance dashboards in [Google Analytics 4] and [Data Studio/Looker Studio], monitoring KPIs such as CPA, ROAS, and conversion rate to inform weekly bid, budget, and creative optimization decisions.

[Digital Marketing Coordinator] | [B2B SaaS Startup]

[Month Year] – [Month Year] | [City, State]

- Executed lead generation campaigns across [LinkedIn Ads], [Google Search], and [content syndication partners], contributing to a [XX%] increase in marketing-qualified leads (MQLs) and reducing cost per lead by [YY%].
- Managed the content calendar and collaborated with sales and product teams to produce SEO-optimized blog posts, landing pages, and gated assets using [CMS platform], boosting organic lead volume by [XX%].
- Implemented segmented email nurture workflows in [marketing automation platform], improving email open rates by [XX%] and increasing demo request conversions from email by [YY%].

EDUCATION

[Bachelor of Science in Marketing] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Relevant coursework: [Digital Marketing], [Consumer Behavior], [Marketing Analytics], [Brand Management].

[Digital Marketing Certification] | [Institution or Platform Name]

[Month Year] – [Month Year] | [Online/City, State]

- Focused on [SEO/SEM], [social media advertising], [web analytics], and [email marketing automation].

SKILLS

Digital & Technical

- [SEO (on-page, off-page, technical)]
- [Google Ads & Bing Ads Management]
- [Paid Social (Meta, LinkedIn, TikTok)]
- [Google Analytics 4 & Tag Manager]
- [A/B Testing & Conversion Rate Optimization]

Tools & Platforms

- [Marketing Automation Platform (e.g., HubSpot, Mailchimp)]
- [CMS (e.g., WordPress, Webflow)]
- [Keyword Research & SEO Tools (e.g., SEMrush, Ahrefs)]
- [Data Visualization (e.g., Looker Studio)]
- [Project Management Tools (e.g., Asana, Trello)]

Strategy & Soft Skills

- [Campaign Strategy & Planning]
- [Performance Reporting & Stakeholder Communication]
- [Cross-Functional Collaboration]
- [Analytical & Data-Driven Decision Making]
- [Time Management & Prioritization]

PROJECTS

[Full-Funnel Lead Generation Campaign] | [B2B SaaS Use Case]

[Month Year] – [Month Year]

- Designed and executed a full-funnel campaign combining [LinkedIn Ads], [Google Search], and [email nurture sequences], generating [XX] MQLs and achieving a [YY%] increase in demo bookings within [Z] months.
- Created and tested multiple landing page variants using [A/B testing tool] to improve conversion rate by [XX%] while maintaining target CPL.

[SEO & Content Optimization Initiative] | [Content-Driven Website]

[Month Year] – [Month Year]

- Conducted a comprehensive SEO audit using [SEO platform], identifying technical issues and content gaps that informed a prioritized optimization roadmap.
- Implemented keyword-optimized content updates and internal linking improvements, resulting in a [XX%] increase in organic sessions and [YY%] growth in organic conversions over [Z] months.