

EUN PARK

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Digital marketing specialist with 8+ years' experience in social media, copywriting and online advertising. Proven success at building brands, creating an online presence and increasing community engagement. Able to think strategically and utilize testing and analytics to ensure campaign success.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING STRATEGIST

Online Hippo, Denver, CO | April 2015 - Present

- Manage all online marketing for portfolio of up to 12 clients in a variety of industries, including technology, fitness, travel and hospitality
- Collaborate with internal departments to develop visual materials, web content and new website designs
- Establish strong social media presence for clients across Facebook, Instagram, Twitter, YouTube and other key sites, leading to an average 55% increase in followers and 72% increase in community engagement
- Develop marketing strategies for clients and communicate the plan and results achieved to executive teams

SOCIAL MEDIA AND MARKETING ASSISTANT

Purple Dog Fitness, Denver, CO | June 2012 - March 2015

- Developed range of marketing materials for a new gym, including brochures, articles, press releases, newsletters and presentations
- Established and managed social media presence on Facebook, Twitter and Instagram
- Recommended and helped create series of YouTube fitness videos that lead to a 22% increase in community engagement across all social media accounts
- Researched SEO keywords and optimized website content, leading to gym achieving first page Google ranking for key terms

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

University of Texas at Austin, Austin, TX | September 2008 - June 2012

KEY SKILLS

- Market research and analysis
- Expertise in digital marketing mediums, including social, content and email marketing
- Conversion optimization
- Copywriting and content marketing
- Strategic marketing solutions

CERTIFICATIONS

- Digital Marketing Pro, American Marketing Association, 2020