ALIYA JACKSON

San Diego, FL 12345   aliyajackson@example.com   (123) 456-7890   LinkedIn | Portfolio

A Senior Digital Marketing Specialist with eight years of experience specializing in SEO marketing, social media advertising, and content marketing. A strong history of building successful brands and expanding online presence. Adept at developing strategies to drive community engagement and market penetration.

EDUCATION

BACHELOR OF SCIENCE (B.S.) MARKETING

University of San Diego, San Diego, CA
September 2011 — June 2015

KEY SKILLS

- Digital Marketing Strategy
- SEO Marketing
- Lead Nurturing
- Content Marketing
- Social Media Marketing

CERTIFICATIONS

- Certified Web Professional — Web Developer, IWA, 2016
- Certified Digital Designer (CDD), ADA, 2015

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING STRATEGIST

Skyline Marketing Inc., San Diego, CA
October 2018 — Present

- Manage all online marketing for a portfolio of 12 client accounts valued at $100K-$300K, define digital marketing strategy, and align brand messaging with target audiences across a variety of industries, including technology, fitness, travel and hospitality, and healthcare
- Collaborate with marketing teams to develop visual materials, content, and website designs
- Enhance social media presence for clients across Facebook, Twitter, and YouTube, leading to a 55% increase in followers and a 72% increase in community engagement on average

DIGITAL MARKETING COORDINATOR

West Beach Fitness, San Diego, CA
June 2015 — October 2018

- Defined digital marketing strategy for a new fitness center and developed range of marketing materials, including brochures, articles, press releases, newsletters, and videos
- Established and managed social media presence on Facebook, Twitter, and Instagram, developed a series of YouTube fitness videos, and generated a 35% increase in community engagement across all accounts
- Drove SEO marketing initiatives, performed research to enhance keyword optimization, conducted link-building campaigns, and increased web traffic by over 200%