

Professional Experience

Digital Marketing Specialist

New England Marketing Consultants, Boston, MA | May 2018 – Present

- Lead paid search initiatives and digital marketing campaigns, analyze customer trends and behavior, recommend UX enhancements, and define marketing strategies for client accounts generating \$100K-\$400K in annual revenue
- Improve lead generation and traffic for customer websites and social media accounts by 40%-70% by aligning marketing initiatives and brand voice across all channels
- Leverage Google Analytics to evaluate web performance metrics and create reports for the marketing team and senior leadership to refine paid search strategies

Digital Marketing Specialist

Amherst Realtors, Amherst, MA | May 2016 – May 2018

- Executed email marketing campaigns and digital initiatives to enhance lead generation and improve website traffic by 120% for a leading real estate company
- Analyzed SEO performance, conducted marketing research on competitor sites, and identified refinements to web copy and design
- Led an initiative to implement online lead-generation ads on LinkedIn, performed testing, and secured executive buy-in, resulting in a 50% increase in conversion rates

Education

Bachelor of Arts (B.A.) Marketing

University of Boston, Boston, MA | September 2012 - May 2016

Paul Morrison

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A dynamic Digital Marketing Specialist with five years of experience, specializing in paid search, SEO, lead generation, and product marketing. A proven track record of developing innovative strategies to grow web presence and organic traffic for client websites. Expertise in leveraging analytics to refine data-driven decision-making for digital initiatives.

Key Skills

- Digital Marketing
- Paid Search
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Analytics