

Selena Ramirez

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A Digital Marketing Manager with eight years of experience specializing in marketing strategy, email campaigns, SEO marketing, and A/B testing. A proven track record of building and leading dynamic marketing teams to execute digital campaigns for multi-million-dollar businesses.

Education

Bachelor of Science (B.S.) Digital Marketing
University of San Francisco, CA
September 2007 - May 2011

Key Skills

- Brand Marketing
- Search Engine Optimization (SEO)
- Lead Generation
- Digital Marketing Campaigns
- Social Media Marketing

Professional Experience

Digital Marketing Manager

Radiant Software Corp., San Francisco, CA | October 2016 – Present

- Lead digital marketing campaigns across paid search, display, and programmatic marketing channels for a software company, resulting in a 20% increase in lead conversions and \$2M in pipeline revenue
- Coordinate with the Director of Marketing to define digital advertising strategy for new products and services and enhance market penetration
- Improve web traffic by 400% over a two-year span and achieve open rates of 13% and click rates of 3.1% for email blasts

Digital Marketing Manager

Bay Area Marketing Inc., San Francisco, CA | May 2011 – October 2016

- Partnered with product marketing teams and the marketing director to establish a brand identity centered on integrity and transparency
- Collaborated with the data analytics team to build dashboards incorporating data from the CRM, Google, and social media accounts to enhance reporting