

RAHEEM RICHARDSON

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A Digital Marketing Coordinator with three years of experience specializing in SEO marketing, social media, digital advertising, and demand generation. Adept at identifying opportunities to enhance web page performance, generate sales leads, and improve market penetration.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING COORDINATOR

Sunfire Broadband, San Diego, CA | October 2021 – Present

- Coordinate with the marketing team to manage demand generation activities for an internet provider with over 2.5M customers, including SEO marketing, digital advertising, social media marketing, and email marketing campaigns
- Develop and implement search engine marketing strategies to optimize keywords, resulting in a 130% increase in monthly web traffic in 2022
- Perform copywriting and editing for email and social media marketing campaigns

MARKETING ASSISTANT

Self-Employed, San Diego, CA | June 2020 – October 2021

- Supported the marketing team in developing and implementing B2B digital advertising programs to generate new leads and expand market growth for a recruitment firm
- Spearheaded a LinkedIn marketing campaign to grow brand awareness, which resulted in three new strategic partnerships and over \$250K in new revenue

EDUCATION

BACHELOR OF SCIENCE (B.S.) MARKETING

University of San Diego, San Diego, CA | September 2016 – June 2020

KEY SKILLS

- Digital Marketing Strategy
- Demand Generation
- Email Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)

CERTIFICATIONS

- Digital Marketing Program, CareerFoundry, 2020