

Professional Experience

Digital Marketing Specialist

New England Marketing Consultants, Boston, MA | October 2020 – Present

- Lead paid search initiatives and digital marketing campaigns, analyze customer trends and behavior, and define marketing strategies for client accounts generating \$100,000 to \$400,000 in annual revenue
- Improve lead generation and traffic for customer websites and social media accounts by 40% to 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 Coordinator

Amherst Realtors, Amherst, MA | June 2018 – October 2020

- 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 Science (B.S.) Marketing

Boston University, Boston, MA | June 2018

Certifications

- Professional Certification in Digital Marketing, AMA | September 2019
- Digital Marketing Program, CareerFoundry | October 2018

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A dynamic digital marketing specialist with five years of experience specializing in paid search, search engine optimization (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
- Google Analytics
- Paid search
- Search engine marketing (SEM)
- SEO