

George Smith

Digital Marketing Specialist

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Profile Summary

Dynamic Digital Marketing Specialist with over 5 years of experience in developing data-driven marketing strategies and delivering successful campaigns that increase acquisition and retention rates. Proven track record in driving brand growth through SEO optimization, social media marketing, and content development. Exceptional communicator with strong analytical skills and the ability to transform complex concepts into actionable insights.

Work Experience

Senior Digital Marketing Specialist

DigitalLeap Technologies
1st Jan, 2020 - Present

- Led a team to create and implement digital marketing strategies, increasing organic traffic by 50% within a year.
- Developed and executed a paid media strategy that improved lead conversion by 30%, generating an additional \$100,000 in annual revenue.
- Improved SEO rankings for key product pages, resulting in a 40% increase in page views.
- Fostered partnerships with influencers and media outlets, expanding brand reach by 25% across social platforms.

Digital Marketing Analyst

BrightEdge Media
1st Feb, 2017 - 31st Dec, 2019

- Analyzed market trends and audience insights to optimize campaigns, boosting engagement metrics by 20%.
- Contributed to the development of a cross-channel marketing strategy that enhanced brand visibility by 15%.
- Created and managed content calendars for social media, driving a 35% growth in follower base.
- Collaborated with creative teams to design marketing materials that aligned with brand messaging.

Education

Harvard University

Bachelor of Arts in Marketing
1st Sept, 2012 - 31st May, 2016

Skills

SEO Optimization, Content Marketing, Social Media Strategy, Google Analytics, PPC Advertising, Email Marketing, Data Analysis

Notable Projects

E-commerce Website Launch

Managed the launch of an e-commerce platform for a retail client, coordinating efforts across design, content, and marketing teams to ensure a successful rollout and achieving a 25% increase in first-quarter sales.

SEO Optimization Initiative

Led a comprehensive SEO initiative that resulted in a 50% increase in search engine visibility and a 10% boost in lead generation within six months.

Certifications

Google Analytics Certified

Issued by Google, 1st June, 2019

Certified Digital Marketing Professional

Issued by Digital Marketing Institute, 10th July, 2018

Awards

Digital Marketing Excellence Award

Awarded by Marketing Professionals Association, 15th March, 2021