

Digital Marketing Specialist

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Summary

Digital marketing specialist with five years running paid and organic acquisition across search, social, and email, lowering customer acquisition cost while scaling spend and lifting conversion through disciplined testing in Google Ads and GA4.

Experience

Digital Marketing Specialist, Brightline Digital Agency

2022 – Present

City, ST

- Managed \$90K in monthly paid search and social spend across eight client accounts at a blended 3.8x return.
- Lowered average customer acquisition cost 29% by restructuring campaigns around high-intent search terms.
- Raised landing-page conversion rate from 2.7% to 4.9% through 24 structured A/B tests over a year.
- Grew organic sessions 71% for a flagship client by executing on-page SEO and a 50-post content calendar.
- Lifted email click-through rate to 3.6% by segmenting lists and rebuilding the welcome automation.
- Improved paid-social click-through rate from 0.9% to 1.7% through creative rotation and audience testing.
- Built GA4 conversion tracking and UTM governance that gave clients clean channel-level attribution.
- Reported weekly performance dashboards that informed each client's following-month budget allocation.

Marketing Coordinator, Harvest Lane Retail

2019 – 2022

City, ST

- Ran the brand's Google Ads account, cutting cost per click 18% while holding lead volume steady.
- Improved keyword rankings for 35 target terms onto page one through technical and content SEO fixes.
- Scheduled and published 12 social posts weekly, growing combined follower count 44% in 18 months.
- Produced monthly email campaigns to a 40,000-subscriber list with an average open rate of 28%.
- Coordinated influencer collaborations that drove 6,200 tracked site visits across two seasonal pushes.
- Maintained the marketing calendar so every promotion launched on schedule across four channels.

Education

Bachelor of Arts in Communications

2015 – 2019

State University — City, ST

Certifications & Licenses

Google Ads Search Certification · Google Analytics Certification · Meta Certified Digital Marketing Associate

Skills

Paid search management · Paid social advertising · Customer acquisition cost · Conversion rate optimization · Search engine optimization · Email marketing · GA4 analytics · A/B testing · Google Ads · Meta Ads Manager · UTM and attribution · Content calendar management