

Full Name

Marketing Specialist

9665XXXXXX+

Name@example.com

linkedin.com/username

الرياض - المملكة العربية السعودية



Results-driven Marketing Specialist with over 5 years of experience in developing and executing marketing strategies to drive brand awareness and revenue growth. Proficient in digital marketing, market analysis, and campaign management, with a proven track record of increasing sales by 30% and boosting social media engagement by 50%. Adept at building strong client relationships and managing cross-functional teams to achieve business goals.

Skills

- Digital Marketing (SEO, PPC, Social Media)
- Market Research and Data Analysis
- Campaign Management and Optimization
- Content Strategy and Copywriting
- CRM and Marketing Automation Tools (HubSpot, Salesforce)
- Branding and Public Relations

Education

Bachelor of Business Administration in Marketing

- University of XYZ, Los Angeles (
- Graduated: 20XX

Certifications

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Facebook Blueprint Certification

Work history

Marketing Manager

XYZ Marketing Agency | New York, NY

January 2020 – Present

- Developed and executed multi-channel marketing campaigns that resulted in a 25% increase in client sales.
- Conducted market research to identify trends, target audiences, and competitor strategies, boosting campaign effectiveness by 20%.
- Managed a \$500,000 annual marketing budget, optimizing spending and achieving an ROI increase of 35%.
- Created engaging content for social media platforms, increasing follower count by 40% and improving engagement metrics.

Digital Marketing Specialist

ABC Tech Solutions | Boston, MA

June 2017 – December 2019

- Spearheaded SEO and PPC campaigns that led to a 50% increase in organic traffic and a 15% decrease in cost per lead.
- Designed and implemented email marketing campaigns, achieving an open rate of 25% and a click-through rate of 8%.
- Collaborated with the sales team to align marketing strategies with business objectives, increasing lead conversion rates by 10%.