

ALEXANDER CARTER

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WORK EXPERIENCE

Digital Marketing Specialist

March 2021 – Present

TechNova Solutions (New York, USA)

- Developed and executed digital marketing campaigns, leading to a 45% increase in lead generation.
- Managed SEO and PPC strategies, resulting in a 30% improvement in website traffic.
- Created targeted email marketing campaigns with an average open rate of 25%.
- Analyzed customer behavior and optimized digital strategies to enhance user engagement.
- Coordinated with content teams to create high-quality, engaging blog posts and social media content.

Social Media Manager

June 2018 – February 2021

BrightWave Marketing Agency (Los Angeles, USA)

- Managed and grew Instagram, Facebook, and LinkedIn accounts by 60% within two years.
- Developed paid advertising strategies, increasing conversion rates by 35%.
- Created viral social media campaigns, leading to a 50% boost in brand awareness.
- Monitored trends and implemented innovative strategies to keep engagement high.
- Collaborated with influencers to expand brand reach and credibility.

SEO & Content Marketing Specialist

January 2016 – May 2018

WebVision Enterprises (San Francisco, USA)

- Conducted keyword research and implemented SEO best practices, improving website ranking from page 5 to page 1.
- Designed and managed blog content strategy, increasing organic traffic by 70%.
- Built backlinks and improved domain authority through guest blogging and partnerships.
- Analyzed performance metrics using Google Analytics and adjusted strategies accordingly.
- Created compelling email newsletters, resulting in a 20% increase in click-through rates.

QUALIFICATIONS

Master's Degree in Digital Marketing

2016

New York University, New York, USA

Bachelor's Degree in Business Administration

2014

University of California, Los Angeles, USA

SKILLS & OTHER

Languages: English (Native), Spanish (Fluent)

Computer Skills: Google Ads, Facebook Ads Manager, SEO tools (Ahrefs, SEMrush), Google Analytics, WordPress, HubSpot.

Other: Strong analytical skills, creative content creation, marketing automation, strategic planning, conversion rate optimization.