

JOHN SMITH

Digital Marketing Specialist

Digital marketing specialist with 4+ years of experience executing online marketing strategies. Past experience includes managing Google Ads for 6 different clients at 4-figure monthly spend. Grew personal digital marketing blog to 4-digit monthly traffic numbers by creating quality content.

✉ john@24billions.com 📞 (212) 555-2023 📍 London, UK 🌐 john-smith.com

EDUCATION

Bachelor's Degree in Marketing

Boston University
09/2013 – 05/2017

GENERAL SKILLS

Google Ads | SEO | Copywriting | Google Analytics | Google Tag Manager | Communication | WordPress | PR | Influencer Marketing | Google Search Console | Teamwork | Verbal and Written Communication

WORK EXPERIENCE

Digital Marketing Specialist

Bundler Stiflin Agency
06/2018 – 02/2022

- Worked directly with company clients managing their Google Ads accounts.
- Managed a total of over \$40,000 in ad spend per month.
- Achieved an average of 200% ROAS overall all accounts.
- Directly communicated with the client marketing team via Slack.
- Worked directly with a copywriter and designer to create landing pages that best-matched search intent, driving up conversion rates by 20% on average for select clients.

Marketing Intern

Pear Technologies Inc.
01/2018 – 05/2018

- Generated leads for link-building outreach for the company's clients.
- Worked with different marketing departments to learn about various types of online marketing.
- Mentored by SEO and Google Ads experts.

PERSONAL PROJECTS

Personal Blog – john-smith.com (2017 – Present)

- Wrote over 100 blog posts over the past 3 years.
- Managed to rank page #1 on several keywords and drive 4-digit monthly organic traffic via search.
- Maintained a marketing newsletter with 1,000+ subscribers.

CERTIFICATES

Certified Digital Marketing Professional (2018)
Digital Marketing Institute

Certified Digital Strategy & Planning Specialist (2017)
Digital Marketing Institute