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| DIGITAL MARKETING RESUME | |
| **Example by Resume Genius** | |
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| |  | | --- | |  | | **CONTACT** | |  | | Phone (212) 256-1414 | |  | | Address New York, NY 10017 | |  | | Email sierra.foster@gmail.com | |  | | LinkedIn linkedin.com/in/sierra-foster/ | |  | |  | | **EDUCATION** | |  | | Bachelor of Arts, Communications | | New York University, New York, NY | | Honors: cum laude (GPA: 3.6/4.0) | | May 2016 | |  | |  | | **RELEVANT SKILLS** | |  | | * Digital Data Analytics * Hootsuite, Salesforce, HubSpot * Adobe Creative Cloud * Marketing automation * SEO strategies * AutoCAD | | |  |  |  |  | | --- | --- | --- | --- | |  | | | | | Digital Marketing Director with 7+ years of experience in digital marketing, branding, and new business strategy across music, media, and entertainment industries. Skilled in evaluating needs and implementing strategies that increase revenue and brand growth. | | | | |  | | | | |  | | | | | **PROFESSIONAL EXPERIENCE** | | | | |  | | | | | Director of Digital Marketing  2021 – Present | Eleven Seven Music Group, New York, NY | | | |  | | | | | * Manage digital sales and streaming accounts to improve brand positioning and growth * Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams * Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 2M+ consumer sales and marketing database * Led the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of $200K+ | | | | |  | | | | | Digital Marketing Manager  2018 – 2021 | | Razor and Tie, New York, NY | | |  | | | | | * Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion * Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts * Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD) * Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel | | | | |  | | | | | Digital Marketing Specialist  2016 – 2018 | | | Precis Digital, New York, NY | |  | | | | | * Monitored and reported on campaign performance using analytical tools, including Google Analytics, resulting in a 10% increase in ROI * Optimized PPC campaigns to achieve a 15% decrease in cost per click. * Gathered and analyzed data from social media PPE campaigns | | | | |
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| **Dear Job Seeker,**  Our **“Aesthetic”** resume template is highly modern and bold. Its colorful gradient header and subtle background design will help you grab the attention of employers no matter what industry you’re in.  Because of its contemporary design and bright colors, the “Aesthetic” template is ideal for writing a resume for a cutting-edge industry such as advertising or marketing.  If you’re still struggling to write your resume, here are some free resources to help you put together a resume that shows employers you’re the right  person for the job:  ·     [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Resume](https://resumegenius.com/blog/resume-help/how-to-write-a-resume)  ·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)    Once you have a great resume, pair it with a convincing cover letter using our matching cover letter templates. Here are a few resources to help you write a cover letter that gives your application the boost it needs to land  you an interview:  ·     [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)  ·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)  Best regards,  Shape  Description automatically generated with medium confidence  **IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” | |