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EXPERTISE SKILLS

- digital marketing
- campaign management
- data analysis
- customer engagement
- content strategy
- SEO

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Marketing, Florida State University

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

DIGITAL MARKETING MANAGER

Accomplished Hospitality Marketing Manager with a strong background in digital marketing and customer engagement strategies. Possesses a unique blend of creativity and analytical skills, enabling the development of innovative marketing solutions that resonate with target audiences. Demonstrates success in managing comprehensive marketing campaigns that drive revenue growth and enhance brand loyalty.

PROFESSIONAL EXPERIENCE

Elite Hospitality Services

Mar 2018 - Present

Digital Marketing Manager

- Designed and executed digital marketing campaigns that boosted online sales by 30%.
- Leveraged email marketing platforms to achieve a 20% increase in customer engagement.
- Utilized analytics tools to monitor campaign effectiveness and ROI.
- Collaborated with content creators to refine messaging and improve brand storytelling.
- Developed SEM strategies that led to a 15% increase in website traffic.
- Managed relationships with digital advertising vendors to optimize ad spend.

Urban Hotels

Dec 2015 - Jan 2018

Marketing Analyst

- Conducted market research to identify customer preferences and trends.
- Assisted in the development of marketing strategies that increased market share by 10%.
- Produced detailed reports on campaign performance and customer behavior.
- Collaborated with cross-functional teams to enhance customer experience.
- Monitored competitors' marketing strategies and provided actionable insights.
- Supported the execution of promotional events to increase brand awareness.

ACHIEVEMENTS

- Increased conversion rates by 25% through targeted digital campaigns.
- Received the 'Innovative Marketing Award' for excellence in campaign execution.
- Successfully launched a mobile app that improved customer engagement by 50%.