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EXPERTISE SKILLS

- Digital Marketing
- Content Creation
- Social Media Management
- SEO
- Video Production
- Audience Analysis

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Communications, University of Florida, 2018

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 NUTRITION CONTENT MANAGER

Innovative Nutrition Content Specialist with a focus on digital marketing and consumer engagement strategies. Expertise lies in crafting compelling narratives around nutrition that resonate with target audiences, driving brand loyalty and product awareness. Proven track record in utilizing social media analytics to inform content strategies and enhance audience interaction. Skilled in collaborating with marketing teams to create cohesive campaigns that align with brand messaging and values.

PROFESSIONAL EXPERIENCE

EatWell Brands

Mar 2018 - Present

Digital Nutrition Content Manager

- Developed and executed digital content strategies that increased engagement by 80%.
- Managed social media accounts, curating content that aligned with brand identity.
- Collaborated with influencers to expand brand reach within the health and wellness community.
- Utilized analytics tools to gauge audience preferences and optimize content delivery.
- Produced a series of video tutorials on healthy cooking, resulting in 500K views.
- Conducted surveys to assess consumer feedback and content effectiveness.

Healthy Choice Inc.

Dec 2015 - Jan 2018

Content Marketing Specialist

- Created blog content that drove a 150% increase in website traffic.
- Coordinated with graphic designers to enhance visual content appeal.
- Launched email campaigns that achieved a 25% open rate and 10% click-through rate.
- Analyzed competitor content to identify gaps and opportunities for innovation.
- Facilitated focus groups to gather insights for content improvement.
- Implemented SEO best practices, improving search rankings significantly.

ACHIEVEMENTS

- Recipient of the 'Digital Marketing Excellence Award' for innovative content strategies in 2021.
- Increased social media followers by 300% within one year.
- Successfully launched a health podcast that reached the top 10 in its category on iTunes.