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EXPERTISE SKILLS

- digital engagement
- SEO
- content marketing
- project management
- analytics
- influencer collaboration

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Marketing - Aqua 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 marketing strategist with a strong focus on digital engagement in the water sports industry. Possesses a solid background in creating and implementing innovative marketing solutions that engage consumers and enhance brand loyalty. Expertise in leveraging social media and content marketing to build strong community connections. Proven ability to analyze data and market trends to inform strategic decisions and drive business growth.

PROFESSIONAL EXPERIENCE

Surf & Sail Enterprises

Mar 2018 - Present

Digital Marketing Manager

- Designed and executed digital marketing campaigns that increased website traffic by 60%.
- Utilized SEO and SEM strategies to enhance online visibility and engagement.
- Managed social media accounts, growing followers by 50% within one year.
- Analyzed user data to optimize content and improve customer experience.
- Collaborated with influencers to create authentic brand stories.
- Conducted A/B testing to refine marketing strategies based on performance metrics.

Paddle Pro Marketing

Dec 2015 - Jan 2018

Content Strategist

- Developed engaging content strategies that increased audience engagement by 35%.
- Wrote and edited marketing materials, including blogs, newsletters, and press releases.
- Implemented a content calendar to streamline publishing and maximize visibility.
- Conducted competitor analysis to identify content gaps and opportunities.
- Worked closely with designers to create visually appealing marketing collateral.
- Monitored content performance using analytics tools and adjusted strategies accordingly.

ACHIEVEMENTS

- Increased email open rates by 40% through targeted content strategies.
- Recognized for 'Outstanding Digital Campaign' by the Water Sports Marketing Association.
- Achieved a 20% growth in online sales through effective digital marketing initiatives.