

NAME

Torrance, California 12345 | 123.456.7890 | resumesample@gmail.com

DIGITAL MARKETING SPECIALIST

QUALIFICATIONS PROFILE

Accomplished, results-oriented, and multifaceted professional with extensive experience in product and digital marketing, backed by a proven track record of achieving profit margins, increasing revenue growth, and boosting customer engagement. Expert at developing and implementing marketing strategies crucial for maximizing efficiency and driving growth. Armed with articulate communication and interpersonal skills essential in establishing strong relationships with clients, colleagues, and key stakeholders. Bilingual in English and Spanish.

CORE COMPETENCIES

Market Research and Analysis | Business Plan Development | Project Management | Training and Development
Continuous Process Improvement | Problem and Conflict Resolution | Regulatory Compliance
Client Relationship Management | Brand Creation and Promotion | Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

COMPANY NAME | Torrance, CA

Founder | Senior Digital Marketing (*Entertainment, Hospitality, and Non-profit Clients*) **2014–Present**

- Recruit and manage teams of 25 people, providing training and overseeing the execution of specific digital marketing tasks, as well as organizing events such as presentations and training sessions while leading teams
- Train employees on utilizing platforms to enhance access to resources.
- Facilitate digital marketing training in both English and Spanish, utilizing PowerPoint presentations, catering to individuals seeking to promote their businesses.
- Deliver training on CRM implementation to organizations and small businesses, assisting them in integrating technologies like Salesforce into operations.

Key Accomplishments:

- ✓ Achieved a 26% increase in revenue, a 30% improvement in patient engagement and satisfaction, and a 5% enhancement in team performance and goal alignment by driving revenue growth initiatives
- ✓ Enhanced public relations (PR) and media presence for current clients by cultivating media relationships and integrating in-person, telehealth, and automated care systems platforms.
- ✓ Accomplished a marketing campaign that helped the client receive two awards for their business.

COMPANY NAME | Torrance, CA

Digital Marketing Manager

(*Business and Product Development for Self-made Beauty Academy and Shop*)

2018–2023

- Effectively led and trained a team of 15 individuals.
- Established a workshop academy that provided training to over 1000 individuals in technical skills; over 500 individuals in digital marketing strategies for digital businesses, and 36 new individuals in the beauty industry to prepare for job placements.
- Worked collaboratively with key partners to enhance brand visibility and drive customer engagement.
- Consistently performed market research to identify emerging trends for the implementation of innovative strategies.
- Successfully coordinated efforts to launch a new product.

Key Accomplishments:

- ✓ Generated a 52% profit margin within the first three months of startup.
- ✓ Increased gross margins by 15% in sales and 30% in guest satisfaction scores and service efficiency.
- ✓ Boosted revenue by 20% through the implementation of a training program, contributing to a 15% growth in business.
- ✓ Launched a new product, resulting in a 30% market penetration within six months.

NAME

Torrance, California 12345 | 123.456.7890 | resumesample@gmail.com

DIGITAL MARKETING SPECIALIST

EARLIER CAREER

COMPANY NAME | Torrance, CA

Campaign and Event Marketing Manager (*Leading Marketing Consulting Firm*)

5 years and 2 months

EDUCATION

Coursework in Psychology

University of [Name], [City, State]

PROFESSIONAL DEVELOPMENT

Digital Marketing Professional Certificate, 2020

Digital Marketing Institute Ltd.

Small Business Employee Recruitment and Retention, 2021

Small Business Administration

PROFESSIONAL AFFILIATION

American Marketing Association

ACTIVITIES

Volunteer, Survivors and Advocates for Empowerment (DC SAFE)

Volunteer, Helping Individual Prostitutes Survive (HIPS)

TECHNICAL ACUMEN

Microsoft Office Suite: Excel, Word, and PowerPoint

Google Tools: Google Analytics (G4, Sheets, Slides, Forms, Ads, Classroom) | Email

Design and Creative Tools: Canva | Adobe | Graphic

Marketing and Communication Tools: MailChimp | Buffer | HubSpot | SEO | CRM | Wix

Social Media Platforms: Facebook | Instagram