

Jane Smith

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Professional Summary

Dedicated marketing professional with experience in leading SEO, PPC, and content marketing campaigns. Skilled in team leadership and data analysis.

Professional Experience

BrandBoost Agency

08/2018 - Present

- Led a team of 5 to execute SEO campaigns, boosting organic traffic by 60% in 12 months.
- Managed \$500K PPC budget, achieving a 45% increase in conversion rates.
- Developed content marketing strategy, resulting in 10,000+ new leads annually.
- Analyzed performance metrics using Google Analytics, improving campaign ROI by 50%.

GrowEasy Solutions

06/2016 - 07/2018

- Implemented social media advertising campaigns, increasing engagement by 30%.
- Conducted A/B testing on email campaigns, enhancing open rates by 25%.
- Collaborated with design team to create branded assets, reducing production time by 15%.

Education

Master's Degree in Marketing, New York University

09/2014 - 05/2016

Skills

SEO, PPC, Content Marketing, Google Analytics, Team Leadership, Social Media Advertising, A/B Testing, Collaboration

Certifications

Google Ads Certification, HubSpot Inbound Marketing Certification