

Sarah Patel

Digital Marketing Manager

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Summary

Results-driven Digital Marketing Manager with a passion for leveraging SEO, SEM, Google Analytics, and content marketing strategies to drive website traffic and increase ROI. Experienced in creating data-driven campaigns tailored towards tech audiences.

Experience

Company ABC

Month Year - Month Year

Digital Marketing Specialist

Managed SEO and SEM campaigns resulting in a 30% increase in website traffic. Analyzed Google Analytics data to optimize campaigns and improve ROI.

Education

University Name

Month Year - Month Year

B.A. in Marketing, Marketing

Relevant coursework in digital marketing strategies and consumer behavior

Skills

SEO

SEM

Google Analytics

Content Marketing

Projects

Tech Company X Campaign

Month Year - Month Year

Led a successful content marketing campaign that resulted in a 50% increase in lead generation for Tech Company X.

www.examplecampaignwebsite.com