

# JACQUELINE SMITH

## Digital Marketing Manager

### SUMMARY

Solution-oriented and proactive digital marketing player, centered in Search Engine Optimization with additional experience in Social Media Marketing. Have ability to learn quickly, often in high pressure situations, in order to fully understand a new product. Seeking to take the next career step with respected organization.



### CONTACT INFO:

123-456-7890  
123 Anywhere Street, Any City, State, Country 12345  
hello@reallygreatsite.com  
www.reallygreatsite.com  
LinkedIn: @reallygreatsite

### SOFT SKILLS:

- Decision Making
- Ability to Meet Deadlines
- Time Management
- Multitasking

### HARD SKILLS:

- Search Engine Optimization
- Google Analytics
- Developing Online Marketing Strategy
- Recognizing Seasonal, Daily and Monthly Trends in Viewer Traffic
- HTML/CSS
- Adobe Illustrator
- Storytelling
- Advertising on Instagram and Facebook
- Editing Content
- Planting Stories within Social Media
- Project Management

### PROFESSIONAL WORK

#### Helvetica

SEO SPECIALIST  
MAY 2008 - FEB 2012

- Gathered metrics on campaign and collateral material for search optimization
- PPC campaign management
- Worked with Search Console, MOZ, SEMrush, Ahrefs
- Keyword research
- Link building

#### Mongrow

SMM MANAGER  
OCTOBER 2012 - MAY 2019

- Guided marketing staff on a Facebook content sharing schedule that resulted in a 50% increase in follower count
- Created effective content strategy with high engagement and user retention rate.
- Improved brand awareness from 13% to 38%

### ACADEMIC BACKGROUND

#### Rowtier College

J.D. PROGRAM  
GRADUATION: JUNE 2005

- President, Rowtier College Marketing Students Association
- Editor, Rowtier Marketing Beacon
- Teaching Assistant, Intro to Search Engine Optimization

#### Alabama University

B.A. MARKETING DEPARTMENT  
GRADUATED JUNE 2010

- Class of 2018 Salutatorian
- Editor-in-Chief, Rowtier College Student Newspaper
- Minor in Political Science
- English Department Student Assistant