

# Alexa Ray

123 Main Street, Los Angeles, CA 90001 • (123) 456-7890  
alexaraysample@gmail.com • www.linkedin.com/in/alexaraysample

Strategic and results-oriented Marketing Manager with over 10 years of professional experience in developing marketing campaigns. Experienced with leveraging market research, SEM, social media campaigns, e-mail campaigns, online advertising, web analytics, and content marketing to drive conversions and brand exposure. Versatile go-getter with an insatiable drive for success and a whatever-it-takes philosophy.

## **PROFESSIONAL EXPERIENCE** *COMPANY A, LOS ANGELES, CA* *Digital Marketing Manager, 2015 – Present*

- Spearheaded digital content development to drive brand alignment and content engagement across multiple online platforms
- Collaborated with marketing director of Fortune 500 brand to develop optimized blog content for online publication and manage a \$100,000/month Facebook ad budget
- Grew engagement and impressions on social media platforms by an average of 200% within 1 year
- Increased weekly e-mail newsletter open rate from 8% to 20% within 6 months

## *COMPANY B, LOS ANGELES, CA* *Marketing Director, 2012 – 2015*

- Masterminded and implemented full-scale digital marketing campaigns that made use of online advertising, e-mail marketing, and social media
- Spearheaded \$80,000 digital ad campaign that generated over \$1M worth of sales in 6 months by partnering with key influencers and interfacing with design team to create media
- Raised Facebook and Twitter engagement by 40% within first 3 months of social media plan implementation
- Supervised and trained marketing team in web content editing and media research

## **EDUCATION** *EAST LOS ANGELES COLLEGE*

Bachelor's Degree in Marketing, 2008

- GPA – 3.5

## **CERTIFICATIONS**

- Google Analytics Individual Qualifications (2019)
- PCM – Digital Management Certification (2019)

## **SKILLS**

- Skill 1
- Skill 2
- Skill 3
- Skill 4