



# Olivia Parker

## Digital Marketing Manager

City, ST  
(123) 456-7890

email@example.com  
LinkedIn URL

### Digital marketing specialist with expertise in content strategy and SEO

Digital marketer with 6+ years' experience increasing web traffic by 50%, boosting lead conversions by 30%, and improving retention by 25% through SEO, PPC, and email campaigns.

### Key Skills

SEO and search engine marketing (SEM) strategy	<div></div>	PPC advertising (Google Ads, Facebook Ads)	<div></div>
Content marketing	<div></div>	Social media strategy	<div></div>
Web analytics (Google Analytics, SEMrush)	<div></div>		

### Professional Experience

June 2020 - Present	<b>Digital Marketing Manager</b> <i>Bright Digital Solutions   Chicago, IL</i> <ul style="list-style-type: none"><li>Increased organic web traffic by 50% through SEO optimization and content marketing</li><li>Managed a PPC budget of \$300,000 per year, increasing lead conversions by 30%</li><li>Launched email marketing campaigns that improved customer retention rates by 25%</li></ul>
August 2016 - June 2020	<b>Marketing Coordinator</b> <i>XYZ Tech Agency   Chicago, IL</i> <ul style="list-style-type: none"><li>Developed social media content strategies that grew engagement by 40%</li><li>Assisted in website redesign, improving UX and decreasing bounce rates by 15%</li><li>Conducted market research to refine campaign targeting, increasing return on investment (ROI) on ad spend</li></ul>

### Education

**Bachelor of Science in Marketing**  
University of Illinois | 2016