



Olivia Parker

Digital Marketing Manager

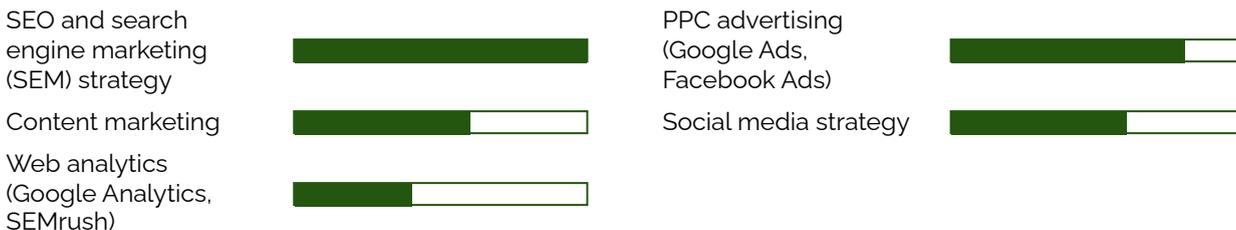
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Digital marketing specialist with expertise in content strategy and SEO

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



Professional Experience

- June 2020 - Present **Digital Marketing Manager** *Bright Digital Solutions | Chicago, IL*
- Increased organic web traffic by 50% through SEO optimization and content marketing
 - Managed a PPC budget of \$300,000 per year, increasing lead conversions by 30%
 - Launched email marketing campaigns that improved customer retention rates by 25%
- August 2016 - June 2020 **Marketing Coordinator** *XYZ Tech Agency | Chicago, IL*
- Developed social media content strategies that grew engagement by 40%
 - Assisted in website redesign, improving UX and decreasing bounce rates by 15%
 - Conducted market research to refine campaign targeting, increasing return on investment (ROI) on ad spend

Education

Bachelor of Science in Marketing
University of Illinois | 2016