


# Amar Singh

## Digital Marketing Director


Digital marketing director with a strong background in devising and implementing comprehensive digital marketing strategies for top-tier companies such as Procter & Gamble and Unilever. Hold an MBA in marketing from Harvard Business School and a Master's in digital marketing from Stanford University.

### CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn

 Miami, FL 12345

### EDUCATION

Master of Business  
Administration (MBA) in  
Marketing  
Harvard Business School,  
Boston, MA  
May 2015

Master's Degree in Digital  
Marketing  
Stanford University, Stanford, CA  
June 2016

Bachelor's Degree in Business  
Administration with a  
concentration in Marketing  
University of Pennsylvania,  
Philadelphia, PA  
May 2014

### KEY SKILLS

- Content management systems
- Data analysis and reporting
- SEO
- Social media marketing

### PROFESSIONAL EXPERIENCE

DIGITAL MARKETING DIRECTOR | PROCTER & GAMBLE, CINCINNATI, OH  
JUNE 2016 – PRESENT

- Set and executed a comprehensive digital marketing strategy that increased online sales by 35% in the first year
- Used analytical tools to monitor and report on digital marketing campaigns, resulting in a 20% increase in return on investment (ROI)
- Led a 10-person team to innovate and collaborate on digital marketing solutions

SENIOR DIGITAL MARKETING SPECIALIST | UNILEVER, ENGLEWOOD CLIFFS, NJ  
MAY 2015 – JUNE 2016

- Oversaw development and execution of SEO and search engine marketing (SEM) strategies that increased website traffic by 25%
- Managed the company's content management system, improving efficiency and user experience
- Developed a social media strategy that increased brand engagement by 30%

### PROFESSIONAL DEVELOPMENT

Certified Digital Marketing Professional (CDMP) | Digital Marketing Institute

Facebook Certified Buying Professional | Facebook Blueprint

Google Analytics Individual Qualification (GAIQ) | Google