

Charlotte Watson

Marketing Consultant

Marketing consultant with five years of experience driving digital strategy for e-commerce and B2B clients. Specializes in SEO, content marketing, and paid media. Delivered a 40% average increase in organic traffic and a 25% lift in ROI on ad spend.

CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn | Portfolio

 City, ST 12345

KEY SKILLS

- SEO & SEM strategy
- Content marketing
- Paid-media optimization
- Marketing automation
- Analytics (Google Analytics, HubSpot)

PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT | DELOITTE DIGITAL , SAN FRANCISCO, CA
JUNE 2018 – PRESENT

- Developed an SEO roadmap for a retail client that boosted organic sessions by 42% in 6 months
- Managed \$1M annual PPC budget, optimizing campaigns to achieve a 4:1 ROI
- Launched an email-automation program, lifting open rates from 18% to 32%

DIGITAL MARKETING SPECIALIST | HUBSPOT , BOSTON, MA
JANUARY 2016 – MAY 2018

- Created content calendar and executed blog/whitepaper strategy, generating 3,000+ MQLs/year
- Implemented A/B testing framework across landing pages, increasing conversion by 15%
- Conducted social-listening analysis, informing product-launch messaging

EDUCATION

- BS Marketing
Boston University , Boston, MA | May 2015