

MS

# Marie Sanders

## Digital Account Manager

Digital account manager with four years of experience executing e-commerce and digital marketing strategies. Proficient in SEO, SEM, and analytics. Improved client web traffic by 120% and online conversions by 45%.

### Contact



(123) 456-7890



email@example.com



LinkedIn | Portfolio



Miami, FL

### Key Skills

- SEO/SEM optimization
- Analytics reporting
- A/B testing
- Campaign management · Conversion rate improvement
- Lead generation

### Education

Bachelor of Science in Digital Media

University of Miami , Coral Gables,  
FL | May 2016

### Professional Experience

DIGITAL ACCOUNT MANAGER | WEBGROWTH CO., MIAMI, FL  
MAY 2018 – PRESENT

- Manage digital campaigns totaling \$3 M ad spend annually
- Optimize SEO and PPC strategies, boosting organic traffic 120%
- Deliver monthly analytics reports that drive a 45% lift in conversions

DIGITAL MARKETING COORDINATOR | WEBGROWTH CO., MIAMI, FL  
JULY 2016 – APRIL 2018

- Assisted in campaign setup across Google Ads and Facebook Ads
- Conducted A/B tests on landing pages, improving CVR by 18%
- Maintained analytics dashboards with real-time performance data

### Certifications

- Google Analytics Individual Qualification (IQ) , Google, February 2017