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# Taylor Smith

## Digital Marketing Coordinator

Driven digital marketing coordinator with four years of experience building multi-platform campaigns, optimizing content for SEO, and analyzing performance metrics to improve ROI. Proven success in increasing website traffic by 60% and reducing acquisition costs through strategic A/B testing and email segmentation. Adept at collaborating with design and product teams to align messaging across web, social, and paid channels.

## CONTACT

 (555) 123-4567

 email@example.com

 LinkedIn | Portfolio

 Seattle, WA

## KEY SKILLS

- A/B testing
- Content marketing
- Email campaign management
- Google Analytics
- HubSpot
- SEO optimization
- Social media strategy
- Web analytics

## EDUCATION

- Bachelor of Science in Marketing  
May 2019  
Washington State University,  
Pullman, WA

## PROFESSIONAL EXPERIENCE

Digital Marketing | July 2021 - Present  
Coordinator | Northpoint Media Group

- Launched a multi-channel campaign across email and social media, increasing qualified lead volume by 25% within one quarter
- Conducted keyword audits and implemented SEO improvements, resulting in a 60% year-over-year rise in organic site traffic
- Partnered with cross-functional teams to redesign landing pages, driving a 35% boost in on-site conversions

Marketing Assistant | June 2019 - June 2021  
UrbanLight Creative

- Created and scheduled weekly content across three platforms, improving audience engagement by 45% over 12 months
- Maintained detailed campaign performance dashboards and proposed changes based on trend analysis
- Supported PPC initiatives by coordinating creative assets and testing variations, leading to a 20% decrease in CPC

## CERTIFICATIONS

- Google Analytics Certification, Google, January 2024