



DIGITAL MARKETING & WEB STRATEGY PROFESSIONAL

Results-driven Web & Digital Marketing Lead with 4+ years of experience optimizing online presence, managing website content, and leading digital marketing campaigns. Expertise in SEO, UI/UX design, website management, content strategy, social media marketing, and data analytics. Adept at implementing innovative solutions that enhance digital engagement, improve accessibility, and align with organizational goals.

Skills

Website Management & Optimization (WordPress, Elementor, CMS)



UI/UX Design (Adobe XD, Figma, Wireframing, User Research)



Graphic & Video Design (Adobe Suite: Illustrator, Photoshop, InDesign Premiere Pro, After Effects)



SEO & Search Engine Marketing (Google Ads, Keyword Optimization, SEM)



Digital Campaign Strategy (Google Ads, Social Media, PPC, Email Marketing)



Digital Analytics & Performance Tracking (Google Analytics, A/B Testing, KPI Measurement)



Project Management & Stakeholder Collaboration



Social Media Strategy (Calendar, Campaigns, Video & Graphic)

Work Experience

ERP BUDDIES INC.

MARKETING TEAM LEAD

MAY 2021 - JULY 2024

- Led website redesign and optimization, improving SEO rankings and user engagement. Designed and maintained web pages, ensuring accessibility and performance. Responsible for designing and implementing 4+ websites for various clients
- Managed content strategy, developing landing pages, blog posts, case studies, and whitepapers to enhance brand authority.
- Created and executed digital marketing campaigns using Google Ads, driving increased website traffic and lead conversion
- Conducted A/B testing on landing pages and ads, optimizing for higher engagement and ROI.
- Social Media Management: Developed and scheduled content using HootSuite, increased engagement with visually compelling graphics and video content.
- Hosted and produced podcasts and webinars, collaborating with industry experts on various topics.
- Collaborated with developers on website enhancements, including new templates, forms, and chatbots to improve user experience.
- Led cross-functional teams in executing digital projects, ensuring timely delivery and alignment with strategic goals. Skilled in budget allocation for digital marketing initiatives.
- Experienced in CRM re-platforming.