

FIRST LAST

Digital Marketing Director

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PROFESSIONAL EXPERIENCE

RESUME WORDED — *New York, NY*

2016 - Present

Digital Marketing Director

- Directed strategy and launch of a global site redesign, lifting visits by 50%, engagement by 40%, and user satisfaction by 10%.
- Drove strategy and execution for a digital campaign, outperforming engagement goals by 25%.
- Increased global efficiency by 15% by creating an engagement model with five departments.
- Deployed company's first digital asset management platform, adopted by 55% of target users within three months of launch.
- Developed cross-channel campaigns eclipsing engagement goals by 20%.
- Increased AOV 10% by optimizing customer incentives through tiered promotional campaigns.
- Worked with three developers to identify issues and implement site efficiency by 16%.

GROWTHSI — *New York, NY*

2012 - 2016

Marketing Director (2015 - 2016)

- Managed the marketing function with emphasis on championing the brand and expanding the customer base by 25%.
- Achieved sales objectives and profit margins totaling \$100 million in annual sales volume.
- Developed 5+ email campaigns to generate sales.
- Serviced more than 20 loan officers in over 10 states with advertising and marketing materials.
- Increased sales of more than \$30 million in the first year by branding the company as the number one rehab hard money-lending with no market presence to a leader in its field.

Digital Marketing Manager (2012 - 2016)

- Guided marketing team of six on a Twitter content sharing schedule that resulted in a 45% increase in follower count.
- Developed a demonstration campaign resulting in 4 identified opportunities within 30 days.

RESUME WORDED — *New York, NY*

2012 - 2013

Marketing Manager

- Directed launch of 10 new product lines, white total annual revenue of \$9 million.
- Developed a new promotional campaign by bundling products together, increasing sales by 12%.
- Recruited, hired, and trained 25+ marketing and sales specialists, improving overall sales by 20%.

EDUCATION

GROWTHSI BUSINESS SCHOOL

San Francisco, CA

Master of Digital Marketing

2010-2012

RESUME WORDED UNIVERSITY

New York, NY

Bachelor of Business, Major in Marketing; Minor in Analytics

2007-2011

ADDITIONAL INFORMATION

- Techniques: Product Promotion, Product Development Lifecycle, Marketing Strategy
- Technical Skills / Software: Google Analytics, Adobe Photoshop, Microsoft Office Suite
- Certifications: Digital Marketing Director Bootcamp (2016), Passed Resume Worded examinations

Digital Marketing Director Resume

JE Gale



Digital Marketing Director Resume:

Resumes For Dummies Laura DeCarlo, 2019-03-19 Polish up that old resume and land your dream job We've all been there it's time to apply for a job or internship and you have to create or revise your resume Many questions pop in your head What do employers want What skills should I highlight How do I format this How do I get noticed But resume writing doesn't have to be a daunting task The latest edition of Resumes For Dummies answers all of these questions and more whether you're a resume rookie looking for new tips or want to create that eye-catching winning resume In this trusted guide Laura DeCarlo decodes the modern culture of resume writing and offers you insider tips on all the best practices that'll make your skills shine and your resume pop Let's start writing Write effective resumes that will stand out in a crowd Understand Applicant Tracking Systems and how to adapt your resume Keep your resume up with the current culture Position a layoff or other career change and challenge with a positive spin Leverage tips and tricks that give your resume visual power In order to put your best foot forward and stand out in a pile of papers it's important to have an excellent and effective resume and now you can

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Getting Your First Marketing Job Mohan Sarma, 2023-06-01 Did you just graduate and want an awesome marketing job A guidebook for new college graduates looking for their first marketing job Whether you want to for an ad agency news media non-profit or an in-house brand this guidebook will help you Easy to read and includes links to recommended digital marketing software tools This is a value-priced guidebook that will amplify the job search that you are doing at your college's career center The author is a longtime adjunct faculty teaching digital marketing with over 30 years of marketing industry experience Follow these tips to improve your chances of landing that great first marketing job

The Secret Journey of Marketing Zameer Ahmed Shaikh, 2023-06-20 The Secret Journey of Marketing is an all-encompassing guide that covers the fundamentals strategies and career opportunities within the dynamic field of marketing Whether you're a seasoned marketer or just starting this book provides valuable insights and practical knowledge to help you excel in the ever-evolving marketing landscape The book begins with an Introduction to Marketing offering a comprehensive overview of the discipline It explores the core principles of marketing and their application across various industries By understanding the fundamentals readers can build a solid foundation for their marketing endeavors The 8Ps of Marketing a popular marketing framework is thoroughly discussed This model covers the key components of marketing including product price place promotion people

process physical evidence and positioning Readers gain a deep understanding of how each element contributes to successful marketing campaigns and overall business strategy The Secret Journey of Marketing dives into the world of Traditional Marketing exploring tried and true methods that have long been employed by marketers It covers traditional advertising channels such as print television radio and direct mail and highlights their strengths and limitations in today s digital age Digital Marketing takes center stage as the book delves into the power of online platforms and techniques Readers learn about search engine optimization SEO content marketing social media marketing email marketing and paid advertising The book emphasizes the importance of leveraging digital channels effectively to reach and engage target audiences Marketing Strategy is a crucial aspect of any successful marketing campaign This book offers valuable insights into crafting effective marketing strategies including market research consumer segmentation branding storytelling and persuasive copywriting It emphasizes the significance of data driven decision making and analytics in optimizing marketing efforts To understand the context and evolution of marketing the book explores the History of Marketing It delves into the origins of marketing and examines how it has evolved in response to societal changes and technological advancements This historical perspective provides readers with a broader understanding of the field Lastly The Secret Journey of Marketing sheds light on the numerous Career Opportunities available in marketing It highlights the diverse roles and responsibilities within the industry ranging from brand management to digital marketing market research advertising and public relations Readers gain valuable insights into the skills and qualifications required for various marketing careers Overall The Secret Journey of Marketing is a comprehensive resource that equips readers with the knowledge and tools necessary to succeed in the competitive field of marketing By combining theory with practical application this book empowers marketers to develop effective strategies leverage digital platforms and make data driven decisions Whether you re a professional marketer or aspiring to enter the field this book serves as an invaluable guide to achieving marketing success

Getting Your First Job For Dummies Roberto Angulo,2017-12-07 Find and land your first job Finding a job can seem daunting especially when it s a brand new experience There s a lot to know and often a lot of pressure Written by the founder of AfterCollege com *Getting Your First Job For Dummies* is designed to take the stress out of the job search process and help you get an offer In this book you ll discover how to identify your talents and strengths use your network to your advantage interview with confidence and evaluate an offer Written in plain English and packed with step by step instructions it ll have you writing customized resumes conducting company research and utilizing online job search sites faster than you can say I got the job Determine what kind of job suits your interests and skills Write a compelling cover letter Know what to expect in an interview Effectively negotiate an offer Whether you re still in school or navigating the world as a recent graduate *Getting Your First Job For Dummies* arms you with the skills and confidence to make getting your first job an exciting and enjoyable process

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web abstract aims the aim of this study was to explore the recent advances in diagnosis and treatment of gastroesophageal reflux disease gerd methods previous studies were searched using the terms gastroesophageal reflux disease and diagnosis or treatment in medline and pubmed

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web in patients with upper abdominal symptoms of reflux who are refractory to ppi treatment a diagnosis of functional dyspepsia should be considered in those with retrosternal burning the alternative diagnosis is functional heartburn

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web aug 6 2014 the purpose of this review is to discuss the current approach to the diagnosis and treatment of gastroesophageal reflux disease keywords acid suppression esophageal disease fundoplication gastroesophageal reflux disease upper gastrointestinal tract disorder

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web recently the american college of gastroenterology updated its guidelines for the treatment and diagnosis of

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web jan 4 2023 mayo clinic diagnosis endoscopy enlarge image your health care provider might be able to diagnose gerd based on a history of your signs and symptoms and a physical examination to confirm a diagnosis of gerd or to check for complications your doctor might recommend upper endoscopy

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web guidelines for the diagnosis and treatment of gastroesophageal reflux disease gerd were published in 1995 and updated in 1999 these and other guidelines undergo periodic review advances continue to be made in the area of gerd leading us to review and revise previous guideline statements gerd is defined as symptoms or mucosal damage

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and recommendations for the diagnosis and management of gerd have been published in different countries but a brazilian accepted directive by the standards of evidence based medicine is still lacking

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web jun 16 2023 definition gastroesophageal reflux disease gerd is defined as the condition in which the reflux of gastric contents into the esophagus results in symptoms and or complications

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web nov 23 2020 gastroesophageal reflux disease gerd is a multifaceted disorder encompassing a family of syndromes attributable to or exacerbated by gastroesophageal reflux that impart morbidity mainly through troublesome symptoms major gerd phenotypes are non erosive reflux disease gerd hypersensitivity lo

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web results information obtained from histories and physical examinations suggests that gerd occurs in many patients evaluation of mucosal injury with use of either endoscopy or air contrast barium radiography is an important early step in the diagnosis of gerd endoscopy obtains tissue for histologic study especially in barrett s esophagus

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web dec 6 2018 introduction gastroesophageal reflux disease gerd is a common upper esophageal condition that affects 33 of the general population and the prevalence in the developed world is constantly rising 1 2 gerd presents with a host of problematic esophageal and extra esophageal symptoms contributing to wide variations in clinical

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web to review the clinical presentation diagnosis and treatment options available for management of extraesophageal manifestations of gastroesophageal reflux disease gerd and to compare the most recent technological advances to the existing guidelines