

# ROBERT SMITH

Digital Marketing Account Manager

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## Professional Summary

As a Digital Marketing Account Manager optimized product listings, implemented promotions, and analyzed performance to maximize revenue and growth. Monitored and managed online reputation, addressing negative feedback and promoting positive reviews.

## Work Experience

### Digital Marketing Account Manager

Delta Corporation

Jan / 2005 - Feb / 2006

Los Angeles, CA

1. Implemented strategies to build and maintain a positive brand image, enhancing customer trust and loyalty.
2. Oversaw the management of digital assets, including images, videos, and marketing materials.
3. Ensured assets were organized, accessible, and optimized for various digital channels, supporting campaign execution.
4. Developed and implemented lead-generation strategies to attract and nurture potential customers.
5. Used email marketing, social media, and content marketing to engage leads and guide them through the sales funnel.
6. Conducted market research to identify trends, customer preferences, and competitive landscape.
7. Used insights to inform campaign strategies and optimize client positioning in the market.

### Digital Marketing Account Manager

Delta Corporation

Mar / 2005 - Dec / 2007

Los Angeles, CA

1. Collaborated with creative teams to develop engaging ad creatives, including graphics, videos, and copy.
2. Ensured creatives align with campaign objectives and brand guidelines, driving clicks and conversions.
3. Responsible for setting up and managing conversion tracking for digital marketing campaigns.
4. Developed detailed customer personas to guide digital marketing strategies.
5. Used research and data analysis to identify target audience characteristics, needs, and pain points.
6. Coordinated with cross-functional teams, including content creators and designers, to deliver cohesive marketing campaigns.
7. Conducted market research to identify trends and insights, informing strategic decisions for client campaigns.

## Education

### Bachelor of Arts in Communication

State College

Jan / 1997 - Mar / 2000

Riverside

Studied media relations, public relations, and digital communication.

## Skills

PPC Advertising

CRM Systems

Content Marketing

Campaign Management

# Digital Marketing Account Manager Resume

**Karen Schaffer**



## **Digital Marketing Account Manager Resume:**

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