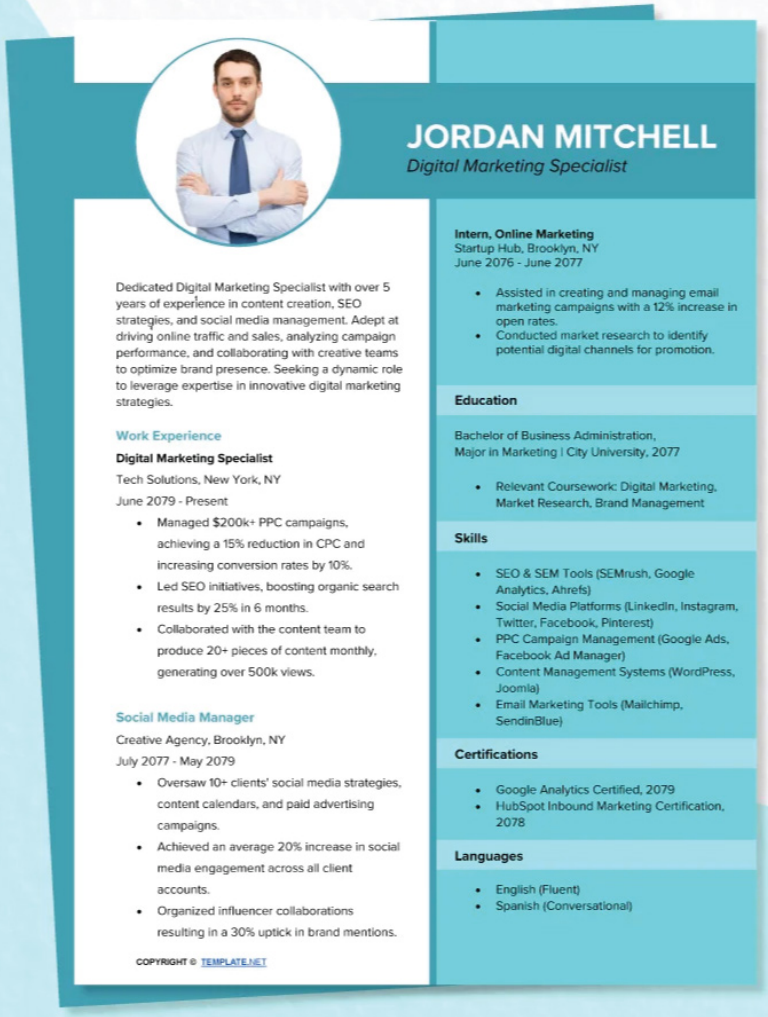


JORDAN MITCHELL

Digital Marketing Specialist

Dedicated Digital Marketing Specialist with over 5 years of experience in content creation, SEO strategies, and social media management. Adept at driving online traffic and sales, analyzing campaign performance, and collaborating with creative teams to optimize brand presence. Seeking a dynamic role to leverage expertise in innovative digital marketing strategies.

Work Experience

Digital Marketing Specialist
Tech Solutions, New York, NY
June 2079 - Present

- Managed $200k+ PPC campaigns, achieving a 15% reduction in CPC and increasing conversion rates by 10%.
- Led SEO initiatives, boosting organic search results by 25% in 6 months.
- Collaborated with the content team to produce 20+ pieces of content monthly, generating over 500k views.

Social Media Manager
Creative Agency, Brooklyn, NY
July 2077 - May 2079

- Oversaw 10+ clients' social media strategies, content calendars, and paid advertising campaigns.
- Achieved an average 20% increase in social media engagement across all client accounts.
- Organized influencer collaborations resulting in a 30% uptick in brand mentions.

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Intern, Online Marketing
Startup Hub, Brooklyn, NY
June 2076 - June 2077

- Assisted in creating and managing email marketing campaigns with a 12% increase in open rates.
- Conducted market research to identify potential digital channels for promotion.

Education

Bachelor of Business Administration,
Major in Marketing | City University, 2077

- Relevant Coursework: Digital Marketing, Market Research, Brand Management

Skills

- SEO & SEM Tools (SEMrush, Google Analytics, Ahrefs)
- Social Media Platforms (LinkedIn, Instagram, Twitter, Facebook, Pinterest)
- PPC Campaign Management (Google Ads, Facebook Ad Manager)
- Content Management Systems (WordPress, Joomla)
- Email Marketing Tools (Mailchimp, SendinBlue)

Certifications

- Google Analytics Certified, 2079
- HubSpot Inbound Marketing Certification, 2078

Languages

- English (Fluent)
- Spanish (Conversational)

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