

# Digital Marketing Director

# John Parker

## Professional summary

Experienced Digital Marketing Director with expertise in building high-impact online strategies and campaigns. Proven ability to lead digital teams and collaborate with cross-functional departments to increase brand awareness, lead generation, and revenue. Expertise in SEO, PPC, social media, and email marketing.

## Experience

### Digital Marketing Director

January 2020 - Now

BuzzTech Inc. / Chicago, IL

- Lead a digital marketing team of 10 professionals in developing and executing online strategies across all platforms.
- Oversee the optimization of the company website and landing pages to enhance SEO performance and user engagement.
- Manage PPC campaigns and budget allocations to maximize ROI across Google Ads and social media platforms.
- Collaborate with the sales team to develop lead generation strategies, resulting in a 30% increase in qualified leads.

### Senior Digital Marketing Manager

March 2015 - December 2019

TechSavvy Solutions / Chicago, IL

- Managed a team of 5 digital marketing specialists and supervised the execution of SEO, SEM, and social media strategies.
- Developed and launched targeted advertising campaigns, increasing website traffic by 40% year-over-year.
- Enhanced the company's social media presence, increasing followers by 60% on major platforms (Facebook, Instagram, LinkedIn).

## Industry Involvement

- Speaker & Panelist:** Regularly speak at digital marketing conferences, including Summit 2022 and SEO & SEM Expo 2023.
- Volunteer digital marketing services** for non-profit organizations, helping them reach wider audiences and increase online donations through targeted social media campaigns.

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📍 United States, Chicago, IL

## Education

### Master of Business Administration (MBA)

University of Chicago Booth School of Business

Graduated: June 2014

### Bachelor of Science in Marketing

University of Illinois at Urbana-Champaign  
United States, Graduated: May 2010

## Certifications

- Google Ads Certification**, February 2023
- Google Analytics Certification**, January 2023
- HubSpot Inbound Marketing Certification**, March 2022

## Skills

Marketing strategy ◆◆◆◆◆

SEO and SEM expertise ◆◆◆◆◆

PPC campaign ◆◆◆◆◆

Email marketing ◆◆◆◆◆

Social media strategy ◆◆◆◆◆

Data analysis ◆◆◆◆◆

Automation tools ◆◆◆◆◆

Team leadership ◆◆◆◆◆

## Languages

◆ German (Fluent)

◆ Spanish (Conversational)