

913-219-9345

ferlisha-hinton@email.com

Kansas City, KS

## EDUCATION

### BS in Marketing

The University of Kansas

2011 - 2015

Graduated top 5% of the class with summa cum laude honors

## SKILLS

- Content Marketing
- Social Media Marketing
- SEO
- Email Marketing
- Digital Advertising
- CRM Software
- Copywriting
- Data Analysis
- Campaign Management

## LANGUAGES

- Spanish (fluent)
- French (intermediate)

# FERLISHA HINTON

## DIGITAL MARKETING MANAGER

### PROFESSIONAL SUMMARY

Dynamic and results-driven Digital Marketing Specialist with a proven track record of leveraging innovative strategies to drive online engagement and enhance brand visibility. Possessing extensive experience in SEO, SEM, social media marketing, and email campaigns. Seeking to leverage expertise in digital marketing to contribute to the growth and success of a forward-thinking organization.

### EXPERIENCE

- July 2020 - Now

#### Digital Marketing Manager

Frontier Forge Marketing / Kansas City, KS

- Develop and execute comprehensive digital marketing strategies, resulting in a 35% increase in website traffic and a 25% growth in leads.
- Manage a team of digital marketing specialists, providing guidance, mentorship, and performance evaluations to achieve departmental goals.
- Oversee PPC advertising campaigns, optimizing budget allocation and keyword research for a 40% improvement in ROI.

- September 2017 - June 2021

#### Digital Marketing Specialist

Frontier Forge Marketing / Kansas City, KS

- Implemented SEO strategies, resulting in a 50% increase in organic search traffic.
- Managed social media marketing initiatives, leading to a 40% increase in engagement and brand awareness.
- Conducted email marketing campaigns, optimizing targeting and messaging to drive customer retention.

- May 2015 - August 2017

#### Junior Marketing Specialist

Nexus Peak Marketing / Kansas City, KS

- Assisted in the development and implementation of digital marketing strategies to support brand objectives.
- Managed social media accounts, including content creation, scheduling, and community management.
- Conducted market research and competitive analysis to identify growth opportunities.