

Michael Anderson

Senior Digital Marketing Specialist

✉ michael@email.com | 📞 +1 234 567 890 | 🌐 www.portfolio.com | 📍 New York, USA

Professional Summary

Results-driven Digital Marketing Specialist with 5+ years of experience in SEO, social media marketing, content strategy, and paid advertising. Proven track record of increasing website traffic, improving conversion rates, and building strong online brand presence.

Skills

• SEO Optimization • Google Ads • Social Media Marketing • Content Writing • WordPress • Analytics • Email Marketing • Graphic Design

Work Experience

Senior Marketing Executive

ABC Digital Agency | 2022 - Present

Managed SEO campaigns that increased organic traffic by 120%.

Created high-converting ad campaigns for multiple brands.

Led social media growth strategies across Instagram and Facebook.

SEO Specialist

XYZ Media Company | 2020 - 2022

Optimized website content for higher Google rankings.

Performed keyword research and competitor analysis.

Improved technical SEO and page speed performance.

Education

Bachelor of Business Administration (BBA) University of California | 2016 - 2020

Certifications

Google Ads Certification

HubSpot Content Marketing Certification

SEO Fundamentals by SEMrush Academy