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| **SAMANTHA CUMMINGS** |  | **PROFESSIONAL SUMMARY**  Digital Marketing Manager responsible for overseeing the digital marketing campaign of the company. Manages brand promotion and niche market advertising across digital channels. Fluently transitions through each phase of marketing across the web. |
| Marketing Manager Resume  123 Fake Street  [City], [State] or [Country]  Cell: 000-000-0000  email@email.com |  |
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|  | **EXPERIENCE**  **Digital Marketing Manager,**  April 2012 – Present  [City], [State] or [Country]   * Devise the strategies used to drive web traffic to company web site and implement those strategies across web, email and social media channels. * Conduct research of user experiences and make any necessary changes to marketing strategy based on results provided in studies. * Plan and manage the budget of digital marketing campaigns, creating detailed reports of allocations to Present to higher management teams. * Review and evaluate new technologies and techniques with the goal of possible implementation of them into new marketing strategies. * Utilize various forms of marketing strategies to attract traffic to website, including SEO, PPC and paid to search engines. * Oversee the social media strategy for the company and delegate social media task management among team members as appropriate.   **Digital Marketing Manager,**  August 2008 – May 2012  [City], [State] or [Country]   * Instrumented conversion points and utilized data gathered to optimize user experiences. * Measured and reported the performance of all digital marketing campaigns, focusing on customer touch points and research data. * Designed, built and maintained a favorable social media presence. |
| **EDUCATION**  **Bachelor of Science, Marketing**  University of California  [City], [State]  2008  **CORE QUALIFICATIONS**   * Digital marketing * Brand promotion * Niche advertising * SEO specialist * Optimize user experience * IT specialist |  |
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