



# Christopher Fowler

Digital Marketer

## Profile

Competent Digital Marketer with seven years of experience in SEO marketing, Google Adwords, and Instagram content building. Successfully increased organic revenue by 80% for an array of small and medium businesses in the food retail sector. Especially seasoned in eCommerce marketing and brand building. Currently completing a Master's Degree In Marketing Management.

## Employment History

### Digital Marketer at ANB Tourism Adventures, Jacksonville

January 2020 — Present

Implemented numerous SEO-driven organic strategies per each product category which increases site visits by over 250% in the first 12 months.

- Planning and execution of SEO, SEM, social media, display advertising, and email marketing campaign strategies
- Creating, building and maintaining a social media presence
- Measuring and reporting on performance of all campaigns in relation to ROI and KPI
- Identifying trends, industry insights to allocate and optimize funds spent
- Brainstorm innovative growth strategies by collaborating with marketing, promotions and sales departments
- Drive content creation and copywriting activities
- Understand search analytics to advice content creators on various enhancement strategies for performance on Google, Instagram, Facebook, Twitter, Pinterest and company websites

### Digital Marketer at InTune Broadcasting Group, Marysville

January 2017 — December 2019

Produced 4-5 YouTube videos per week all achieving a top 10 spot in trending ranking on social media

- Responsible for creating all content to be presented in blogs, posts, white papers, and digital brochures
- Responsible for planning storylines, content outline and content graphics
- Adapting content to reflect optimum alignment to algorithms to increase traffic as well as search engine rankings
- Create plans to material inclusion regarding videos and infographics for the various digital channels
- Using analytics to evaluate end-to-end customer experience from multiple online channels, customer touchpoints, and social media platforms
- Optimizing user funnels and instrument-specific customer conversion points
- Investigating emerging technologies and digital marketing trends

## Details

1515 Pacific Ave, Los Angeles, CA 90291, United States, (541) 754-3010

[email@email.com](mailto:email@email.com)

Place of birth

San Antonio

Nationality

American

Driving license

Full

## Links

[Instagram](#)

[Twitter](#)

[Facebook](#)

[LinkedIn](#)

[Pinterest](#)

[TikTok](#)

## Skills

Trello, Mopinion, KissMetrics, Asana, Slack, Jive, Evernote, MixPane

Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Reddit, Tumblr

WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign

Insightly, Campaign Monitor, SendGrid, AWeber, InsightSquared

BuzzSumo, Hootsuite, Social Render Forest, Buffer, Sprout, Sugar CRM

Salesforce, Qwilr, Salesforce CRM, CPQ, seProposals, Proposify

Content Strategy

Online Strategy

- Overseeing PPC campaigns and monitor ROI scores from conversions received

### Digital Marketer at Approach Fitness Events, Sandy Hills

January 2015 — May 2015

*Created an email marketing strategy which increased recurring business by 38%.*

- Using CRM applications to maximize online digital marketing opportunities
- Managing all social media accounts and ensure that content is standardized across all platforms
- Responsible for copywriting and ensuring all contentment is SEO optimized
- Responsible for scheduling posts across all social media platforms
- Approve all content before it is published
- Research new strategies of content creation to suit specific target audiences

SEO

SEM

Video Editing

Identify Target Audiences

Content Creation

Optimizing Website Structures

E-Commerce Sites

Analyze Traffic Patterns

Viral Marketing

Tag Manager

Website Analytics

User Funnels

Pay Per Clicks

### Languages

English

Dutch

Afrikaans

## Education

### Master's Degree in Online Marketing Management, Harvard University, Cambridge

May 2020 — Present

Course Curriculum:

Advertising and Promotion, Applied Technology for Managers, International Issues in Business, Marketing Research, Consumer Behavior

### Bachelor of Science, New Media & Internet Marketing, Cornell University, Ithaca

January 2018 — December 2019

Coursework: Marketing Strategy and Planning, Marketing Information, Management and Research, Buyer Behavior Theory, Global Marketing.

□ GPA: 3.78

□ Extra Curricular: Campus Marketing Society, Golf Club, Swimming

## Courses

### Certificate in Hootsuite Social Marketing, Udeemy Online

May 2020 — May 2020

### Certified Professional Marketer,, American Marketing Association (AMA), Online

January 2019 — August 2019

### Facebook Certified Planning Professional, Facebook Training, Online

May 2018 — November 2018

### Facebook Certified Buying Professional, Facebook, Online

January 2018 — March 2018