

# Christopher Fowler



## Digital Marketer

|                    |   |                        |                |
|--------------------|---|------------------------|----------------|
| <b>Address</b>     | 1515 Pacific Ave, Los Angeles, CA 90291,<br>United States   | <b>Phone</b>           | (541) 754-3010 |
| <b>Email</b>       | email@email.com   | <b>Place of birth</b>  | San Antonio    |
| <b>Nationality</b> | American  | <b>Driving license</b> | Full           |
| <b>Links</b>       | <a href="#">Instagram</a> , <a href="#">Twitter</a> , <a href="#">Facebook</a> , <a href="#">LinkedIn</a> ,<br><a href="#">Pinterest</a> , <a href="#">TikTok</a> |                        |                |

## 01 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.*

## 02 EMPLOYMENT HISTORY

01/2020 — Present

### Digital Marketer at ANB Tourism Adventures

Jacksonville

*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

01/2017 — 12/2019

### Digital Marketer at InTune Broadcasting Group

Marysville

*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 s 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
- Overseeing PPC campaigns and monitor ROI scores from conversions received

01/2015 — 05/2015

### Digital Marketer at Approach Fitness Events

Sandy Hills

*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

## 03 EDUCATION

---

May 2020 — Present

### Harvard University

Cambridge

Master's Degree in Online Marketing Management

Course Curriculum:

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

Jan 2018 — Dec 2019

### Cornell University

Ithaca

Bachelor of Science, New Media & Internet Marketing

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

## 04 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

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

## 05 COURSES

---

May 2020 — May 2020

**Certificate in Hootsuite Social Marketing at Udemy Online**

Jan 2019 — Aug 2019

**Certified Professional Marketer, at American Marketing Association (AMA), Online**

May 2018 — Nov 2018

**Facebook Certified Planning Professional at-Facebook Training, Online**

Jan 2018 — Mar 2018

**Facebook Certified Buying Professional at-Facebook, Online**

## 06 LANGUAGES

---

English



Afrikaans



Dutch

