



Christopher Fowler

DIGITAL MARKETER

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Details

Driving license

Full

Place of birth

San Antonio

Nationality

American

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, 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, 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 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

Digital Marketer, 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

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

Links

[Instagram](#) [Twitter](#) [Facebook](#) [Linkedin](#) [Pinterest](#) [TikTok](#)

Skills

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

WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign

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

Content Strategy

SEO

Video Editing

Content Creation

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

Insightly, Campaign Monitor, SendGrid, AWeber, InsightSquared

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

Online Strategy

SEM

Identify Target Audiences

Optimizing Website Structures

E-Commerce Sites

Analyze Traffic Patterns

Viral Marketing

Tag Manager

Website Analytics

User Funnels

Pay Per Clicks

Courses

Certificate in Hootsuite Social Marketing, Udemy 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

Languages

English



Dutch



Afrikaans

