

# CHRISTOPHER FOWLER

## Digital Marketer

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(541) 754-3010

email@email.com

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Place of birth ..... *San Antonio*      Driving license ..... *Full*  
Nationality ..... *American*

### LINKS

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

### 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.*

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### EMPLOYMENT HISTORY

❖ **Digital Marketer, ANB Tourism Adventures** ..... Jan 2020 — Present  
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

❖ **Digital Marketer, InTune Broadcasting Group** ..... Jan 2017 — Dec 2019  
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

❖ **Digital Marketer, Approach Fitness Events** ..... Jan 2015 — May 2015  
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

## EDUCATION

❖ **Harvard University** ..... May 2020 — Present  
*Master's Degree in Online Marketing Management* Cambridge

Course Curriculum:

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

❖ **Cornell University** ..... Jan 2018 — Dec 2019  
*Bachelor of Science, New Media & Internet Marketing* Ithaca

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

## SKILLS

Trello, Mopinion, KissMetrics, Asana, ..... Slack, Jive, Evernote, MixPane	Identify Target Audiences .....
Facebook, Twitter, Instagram, ..... Pinterest, LinkedIn, Google+, Reddit, Tumblr	Content Creation .....
WordPress, Drupal CMS Platforms, ..... Adobe Photoshop, InDesign	Optimizing Website Structures .....
Insightly, Campaign Monitor, ..... SendGrid, AWeber, InsightSquared	E-Commerce Sites .....
BuzzSumo, Hootsuite, Social Render ..... Forest, Buffer, Sprout, Sugar CRM	Analyze Traffic Patterns .....
Salesforce, Qwilr, Salesforce CRM, ..... CPQ, seProposals, Proposify	Viral Marketing .....
Content Strategy .....	Tag Manager .....
Online Strategy .....	Website Analytics .....
SEO .....	User Funnels .....
SEM .....	Pay Per Clicks .....
Video Editing .....	

## COURSES

❖ **Certificate in Hootsuite Social Marketing** ..... May 2020 — May 2020  
*Udemy Online*

❖ **Certified Professional Marketer,** ..... Jan 2019 — Aug 2019  
*American Marketing Association (AMA), Online*

❖ **Facebook Certified Planning Professional** ..... May 2018 — Nov 2018  
*Facebook Training, Online*

❖ **Facebook Certified Buying Professional** ..... Jan 2018 — Mar 2018  
*Facebook, Online*

## LANGUAGES

English ..... *Native speaker*      Afrikaans ..... *Highly proficient*  
Dutch ..... *Native speaker*