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Project Manager

The Write Agency / 02/2015 – 10/2015

Achievements:

* Increased social media conversion of the company by 23% in one of our major campaigns.
* Increased brand awareness by 20% in our main target audience.
* In charge of creating and curating the agency’s blog, which in turn improved our Google ranking by 220 in our most important keywords.

Video Production

**LANGUAGES**

**English** (Native) | **Spanish** (Professional)

**German** (Working)

Facebook Business Manager Certification (03/2019)

Google Ads Certification (08/2018)

**CERTIFICATES**

**SKILLS**

HTML & CSS

WordPress

SEO & SEM

Keyword Optimization

Email Marketing

Web Analytics

CRO & A/B Testing

Public Speaking

*Task/Achievements: Launched two campaigns that raised a total of $500 000.*

Social Media Manager | Doctors Without Borders | 10/2014 – 05/2017

**VOLUNTEER EXPERIENCE**

Achievements:

* Utilized SEO principles and vastly improved our different brands’ Google rankings
* Was primary Project Manager for the agency’s five largest accounts

**WORK EXPERIENCE**

Digital Marketing Specialist

Creative Box / 03/2016 – 03/2021

**MSc in Business Administration**

Boston College

08/2015 – 06/2019

*Dissertation: The Age of Influence – How influencers changed the world as we know it*

**EDUCATION**

lauren-smith.com

Nevada, United Sates

linkedin.com/in/lauren.smith

lauren.smith@novoresume.com

LAUREN **SMITH**

SEO & DIGITAL MARKETING SPECIALIST

Experienced professional with extensive knowledge of Digital Marketing and Search Engine Optimization, holding a MSc in Business Administration and a BA in Marketing from Boston College.

111-222-3333

**CONTACT**

**PROFILE**

**INTERESTS**

SEO

Leadership

Content Marketing

elizabeth-smith.com

Colorado, United Sates

elizabeth.smith@novoresume.com

123-456-7891

linkedin.com/in/elizabeth.smith