

Diana Dixon

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Digital Marketing Specialist

Professional Summary: Web-savvy digital marketing expert with proven accomplishments in planning and executing web, SEO and social media campaigns with a view to create and maintain the company's presence and image in the industry. Highly skilled in identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing docks. A committed individual who effectively evaluates end to end customer experience across multiple channels and touch points.

AREAS OF EXPERTISE

- Layout Designs
- Campaign Budget Administration
- Digital Program Execution
- Lead Generation
- Website Strategies
- Social Media Management
- Digital Communications
- SEO / SEM
- Digital Touchpoints Management
- Effectiveness Measurements
- Marketing Automation Strategies
- External Social Media Support

KEY ACHIEVEMENTS

- Increased the company's online presence by 58% through strategically planned and executed digital marketing campaigns
- Implemented a large social media campaign, increasing the company's market share by 62% in the industry
- Consistently met lead-generation targets through development and implementation of organic SEO initiatives
- Trained 15 communication officers in handling social content and development of social media campaigns

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

QUALIFACTS, Whitewood, SD (08/2009 – Present)

- Plan, design, develop and execute web, SEO/SEM, email and social media campaigns according to the specific needs of the company
- Design and build company's social media presence through execution of well-placed strategies
- Develop and oversee implementation of design layouts of communications including presentations and newsletter
- Execute national digital programs and campaigns such as online advertising and website strategies
- Lead ongoing management if digital touchpoints and handle social media pages according to company policies

Digital Marketing Specialist

TRY LLC, Whitewood, SD (11/2005 – 08/2009)

- Evaluated emerging technologies and provided thought leadership for adoption where appropriate
- Handled digital marketing and production campaigns according to each project's specific requirements

- Measured and reported performance of all digital marketing campaigns to ensure that they meet ROI and KPI directives
- Evaluated end to end customer experiences and provided provisions for modifications
- Assessed emerging technologies and provided recommendations for adoption where required

Digital Marketer

COOPER VISION, Whitewood, SD (02/1999 – 11/2005)

- Managed display campaign performances across various platforms and identified opportunities to optimize returns on investments
- Evaluated and managed third party agencies and vendors and monitored advertising exposure
- Developed and implemented SEO strategies that meet specific requirements to meet set goals
- Analyzed web behavior and performance metrics and ensured that any optimization needs were fulfilled
- Provided recommendation for content development and strategy enhancements

EDUCATION

Bachelor's Degree in Digital Marketing Management – 1998
SOUTH DAKOTA STATE UNIVERSITY, Whitewood, SD