

Natsuki Amble

Digital Content Manager

Profile

Digital Content Manager with 2 years of experience in creating, managing, and optimizing engaging content for various digital platforms. Proficient in content analysis, SEO, social media management, and digital marketing strategies. Demonstrated ability to collaborate with cross-functional teams, enhance brand visibility, and drive audience growth. Adept at analyzing web analytics and implementing data-driven content improvements.

Employment History

Digital Content Manager at IBM, NC

Feb 2023 - Present

- Successfully increased organic website traffic by 35% within six months by implementing targeted SEO strategies, optimizing content, and improving site navigation for IBM North Carolina's web properties.
- Spearheaded a content marketing campaign that generated a 50% increase in qualified leads within a year, resulting in a 25% growth in sales revenue for IBM's cloud and cognitive solutions in the North Carolina region.
- Developed and executed a social media strategy that boosted engagement rates by 40% across all platforms, including LinkedIn, Twitter, and Facebook, leading to a 20% increase in brand awareness for IBM's North Carolina operations.

Assistant Digital Content Manager at Red Hat, NC

Jul 2021 - Dec 2022

- Developed and executed a content strategy that increased website traffic by 35% within six months, attracting over 50,000 unique visitors per month.
- Implemented an SEO optimization plan, resulting in a 25% improvement in organic search rankings and driving a 40% increase in lead generation from the website.
- Managed a team of 5 content creators, producing over 200 pieces of high-quality digital content, including blog posts, whitepapers, and case studies, which helped boost brand awareness by 20%.
- Successfully launched a new email marketing campaign that achieved a 15% open rate and 3% click-through rate, contributing to a 10% increase in sales-qualified leads.

Education

Bachelor of Arts in Digital Media and Communications at University of North Carolina at Chapel Hill, NC

Sep 2017 - May 2021

Relevant Coursework: Digital Media Production, Web Design, Social Media Management, Digital Marketing, Content Creation, Media Ethics, Visual Communication, Multimedia Journalism, Graphic Design, and Media Analytics.

Details

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Links

linkedin.com/in/natsukiamble

Skills

SEO optimization

Google Analytics

WordPress proficiency

Social media management

Content strategy

Adobe Creative Suite

HTML/CSS knowledge

Languages

English

Bengali

Hobbies

Photography

Blogging

Graphic design