

Digital Marketing Consultant

Profile

Employment History

Details

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1234 Oak Street, Raleigh, NC 27607

Digital Marketing Consultant with 5 years of experience in designing and implementing data-driven marketing strategies to drive business growth and enhance brand visibility. Proficient in SEO, SEM, social media, content marketing, and analytics, with a proven track record of optimizing online presence, increasing customer engagement, and boosting sales performance. Adept at collaborating with clients to identify their unique needs and delivering tailored solutions to achieve their marketing objectives.

Digital Marketing Consultant at BlueTone Media, NC

Mar 2023 - Present

- Increased organic website traffic by 50% within six months for a major client, resulting in a 30% increase in lead generation and contributing to a 20% growth in overall sales revenue.
- Developed and executed a successful paid advertising campaign that generated a 300% return on investment (ROI) within three months, leading to a significant increase in the client's market share and brand awareness.
- Implemented a comprehensive social media strategy for a local business that led to a 100% increase in their online following, a 45% increase in customer engagement, and a 25% increase in sales within nine months.
- Conducted a thorough SEO audit and optimization for a struggling e-commerce website, resulting in a 75% improvement in search engine rankings and a 40% increase in organic traffic within four months.

Associate Digital Marketing Consultant at Walk West, NC

Jul 2018 - Feb 2023

- Successfully increased organic website traffic by 50% over a six-month period for a major client by implementing data-driven SEO strategies, resulting in a significant boost in lead generation and online sales.
- Developed and executed a highly effective PPC campaign for a B2B client that led to a 35% increase in conversion rate and a 25% reduction in cost per acquisition, ultimately driving substantial ROI for the client.
- Played a key role in creating and implementing a comprehensive social media marketing strategy for a local business, leading to a 60% increase in brand engagement and a 45% growth in their online following within three months.