

Cleotha Peaden

Digital Marketing Coordinator

Digital Marketing Coordinator with 1-year experience in executing data-driven strategies to optimize brand presence and drive revenue growth. Proficient in social media management, content creation, and analytics tools. Adept at collaborating with cross-functional teams and delivering exceptional results in fast-paced environments. Passionate about staying current with industry trends to maximize marketing effectiveness.

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1234 Maple Street,
Indianapolis, IN 46201



Education

**Bachelor of Science in
Digital Marketing at Indiana
University, Bloomington, IN**

Aug 2018 - May 2022

Relevant Coursework: Digital Marketing Strategies, Social Media Marketing, Content Creation, SEO & SEM, Web Analytics, Email Marketing, Mobile Marketing, Brand Management, E-commerce, User Experience Design, and Marketing Research.

Links

[linkedin.com/in/cleothapeaden](https://www.linkedin.com/in/cleothapeaden)

Skills

SEO



Google Analytics



Social Media Management



Email Marketing



Content Creation



PPC Advertising



Conversion Optimization



Employment History

Digital Marketing Coordinator at Zimmer Biomet, IN

Feb 2023 - Present

- Successfully increased organic website traffic by 35% within six months, through the implementation of an effective SEO strategy and content optimization, resulting in higher lead generation and conversion rates.
- Spearheaded a targeted social media campaign that boosted engagement by 50% and increased the company's followers by 25% over the course of one year, driving greater brand awareness and customer loyalty for Zimmer Biomet.
- Developed and executed a comprehensive email marketing strategy that led to a 20% increase in open rates and a 15% improvement in click-through rates within a nine-month period, contributing significantly to the overall growth in sales and customer retention.

Assistant Digital Marketing Coordinator at Salesforce, IN

Sep 2022 - Dec 2022

- Successfully implemented a digital marketing campaign that increased Salesforce India's customer acquisition rate by 25% within six months, resulting in a significant boost in overall revenue.
- Developed and executed an SEO strategy that increased organic website traffic by 35% within a year, driving more potential customers to the company's online resources and improving the brand's visibility.
- Managed and optimized paid advertising campaigns across multiple platforms, achieving a 20% reduction in cost per lead while maintaining lead quality, ultimately leading to a higher ROI for the marketing budget.

Certificates

Google Ads Certification

Mar 2022

HubSpot Inbound Marketing Certification

Feb 2021

Memberships

1. American Marketing Association (AMA)