

Yulisa Belsher

Digital Media Planner

Profile

Digital Media Planner with 1 year of experience in developing and implementing innovative media strategies to drive online engagement and brand growth. Proficient in analyzing target audiences, optimizing media budgets, and monitoring campaign performance. Adept at collaborating with cross-functional teams and leveraging data-driven insights to maximize ROI. Passionate about staying current with digital trends and committed to continual learning and growth within the industry.

Employment History

Digital Media Planner at West Virginia Media Solutions, WV

May 2023 - Present

- Successfully increased overall digital ad revenue by 35% within the first year, resulting in over \$500,000 in additional sales for West Virginia Media Solutions.
- Developed and implemented a comprehensive social media strategy that grew the company's social media presence by 50% and engagement rates by 25% within six months, contributing to a 15% increase in website traffic.
- Streamlined the media planning process by introducing advanced analytics tools and reporting methods, reducing time spent on data analysis by 20% and improving campaign performance by an average of 10%.
- Managed a team of four junior media planners, providing mentorship and guidance that led to a 100% retention rate and contributed to the team's ability to successfully execute over 200 digital campaigns within a single year.

Associate Digital Media Planner at Impakt Media, WV

Jul 2022 - Apr 2023

- Successfully increased the conversion rate for a major client's digital marketing campaign by 25% within six months, resulting in a significant boost in revenue and customer engagement.
- Developed and executed a highly targeted social media advertising strategy that led to a 35% increase in click-through rates and a 20% reduction in cost-per-click for a key account.
- Played a pivotal role in securing a \$500,000 annual contract with a new client by creating a data-driven and comprehensive digital media plan that demonstrated a strong understanding of the client's target audience and objectives.

Certificates

Digital Marketing Certified Associate (DMCA)

Oct 2021

✉ yulisa.belsher@gmail.com

☎ (152) 407-3897

📍 123 Maple Street, Charleston, WV 25301

Education

Bachelor of Arts in Digital Media and Marketing at West Virginia University, Morgantown, WV

Aug 2017 - May 2022

Relevant Coursework: Digital Marketing Strategies, Social Media Management, Content Creation, Web Design, SEO and Analytics, Branding and Advertising, E-commerce, and Consumer Behavior.

Links

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

Skills

Google Analytics

SEO Optimization

Social Media Management

Content Creation

Adobe Creative Suite

Data Analysis

Programmatic Advertising

Languages

English

French