

Nickol Buhse

Online Marketing Manager

Profile

An Online Marketing Manager with 2 years of experience, adept at developing and implementing data-driven digital marketing strategies to drive growth and brand awareness. Skilled in SEO, SEM, email marketing, and social media, with a proven track record of increasing web traffic, engagement, and conversions. Highly analytical and results-oriented, demonstrating excellent communication and project management skills.

Employment History

Online Marketing Manager at Rocket 55, MI

Mar 2023 - Present

- Successfully launched a comprehensive digital marketing campaign for a major client, resulting in a 35% increase in website traffic, a 50% increase in lead generation, and a 25% increase in sales within six months.
- Implemented an innovative SEO strategy for a new product launch, leading to the product ranking on the first page of Google search results for targeted keywords within three months and contributing to a 40% increase in online sales.
- Developed and executed a highly effective email marketing campaign that generated a 450% return on investment, with open rates exceeding industry benchmarks by 15% and click-through rates surpassing expectations by 20%.

Assistant Online Marketing Manager at KARMA Jack Digital Marketing Agency, MI

Aug 2021 - Feb 2023

- Developed and executed a successful social media advertising campaign that increased overall engagement by 30% and boosted website traffic by 25% within six months.
- Implemented a comprehensive SEO strategy for a major client, leading to a 50% increase in organic search traffic and a 40% improvement in keyword rankings over a nine-month period.
- Managed a team of content creators and designers to produce high-quality marketing materials, resulting in a 20% increase in lead generation and a 15% growth in conversions.
- Successfully optimized Google Ads campaigns for multiple clients, reducing overall cost per click by 35% and increasing return on ad spend by 60% within one year.

Education

Bachelor of Science in Marketing and Digital Media at Michigan State University, East Lansing, MI

Aug 2016 - May 2021

Relevant Coursework: Digital Marketing Strategy, Social Media Analytics, Content Creation, Search Engine Optimization, Web Design, Consumer Behavior, Market Research, Brand Management, and Marketing Analytics.

Details

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Links

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

Skills

SEO

Google Analytics

Social Media Management

Email Marketing

Content Creation

PPC Advertising

Conversion Optimization

Languages

English

Spanish

Hobbies

Content creation (blogging, photography, videography)

Social media engagement and community building

Analyzing and optimizing website performance through SEO and analytics