



# EMILY CURRY

## Digital Marketing Specialist

(512) 555-6543 

emily.curry@email.com 

Austin, TX 



### PROFESSIONAL SUMMARY

Results-driven marketing professional with hands-on experience in digital advertising and content creation. Looking to contribute as a Digital Marketing Specialist at Ignite in Austin, where I can drive impactful, data-driven strategies.

LinkedIn: /in/emily-curry

### EDUCATION

#### Bachelor of Science in Marketing

University of Texas, Austin

Graduated: December 2024

#### Google Ads Search Certification

2024

#### HubSpot Inbound Marketing Certification

2024

### SKILLS

- Digital Advertising: Google Ads, Facebook Ads Manager Expert
- SEO and Analytics: Google Analytics, SEMrush Expert
- Content Creation: Canva, Adobe Spark Expert
- Strong Analytical and Problem-Solving Skills Expert

### EXPERIENCE

2024 - 2024

#### Digital Marketing Intern BlueSky Media, Austin, TX

- Designed and managed paid search campaigns on Google Ads, improving ad quality score by an average of 15%.
- Assisted in creating and optimizing content for the company's blog and social media, increasing monthly traffic by 35%.
- Used Google Analytics and SEMrush to analyze campaign performance and track key metrics, presenting insights to marketing leads.
- Contributed to A/B testing for email campaigns, leading to a 25% increase in conversion rates for target segments.

2022 - 2022

#### Social Media Manager (Freelance) Various Clients

- Managed and developed content for Instagram and Facebook accounts for small businesses, leading to an average follower growth of 20% per client.
- Monitored engagement and ran paid social campaigns, helping clients achieve a 3x return on ad spend.