

Rachel Kim

Marketing Specialist

CONTACT

✉️ rachel.kim@email.com

✉️ (206) 555-7761

📍 Seattle, WA

EDUCATION

Bachelor of Arts in Communication

University of Washington | Seattle, WA
| 2017

Certifications

- Google Ads Search Certification (2023)
- HubSpot Inbound Marketing (2022)

HOBBIES

- Contributor to the Seattle Marketing Meetup blog
- Passionate about digital storytelling and user-centric content design



PROFESSIONAL SUMMARY

Creative and analytical marketing specialist with experience managing content strategies, social media campaigns, and product promotions. Adept at SEO, customer engagement, and performance tracking.



EXPERIENCE

Marketing Specialist

2021 - Now

Northway Collective, Seattle, WA

- Design and lead multi-channel marketing campaigns that increased organic search traffic by 60% and generated 20% more leads quarter-over-quarter.
- Manage \$100K annual Google Ads spend, optimizing campaign performance through continuous testing and achieving a 3.5x ROI.
- Produce monthly newsletters, press releases, and social media content calendars, maintaining brand voice consistency and exceeding open-rate benchmarks.
- Create dashboards and performance trackers, enabling leadership to assess KPIs and adapt campaign strategies in real time.

Digital Marketing Coordinator

2017 - 2020

Coastal Bloom Media, Bellevue, WA

- Orchestrated daily content publishing across five major social media platforms, growing audience engagement by 75% over two years.
- Supported rebranding initiatives by revamping digital assets and rewriting website content, improving bounce rate and time-on-page metrics.
- Conducted keyword analysis and implemented on-page SEO updates, driving improved search rankings and referral traffic.
- Managed and promoted educational webinars and workshops, averaging 150 attendees and high post-event engagement rates.



SKILLS

SEO/SEM, PPC, keyword strategy



Google Ads, Meta Business Suite



Google Analytics, Google Tag Manager



Social media planning and reporting



Content creation and editorial calendars



Email marketing (Mailchimp, HubSpot)

