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| --- | --- |
| First Name SURNAME | |
| **[Insert Profession]** | |
| |  | | --- | |  | | **CONTACT** | |  | | **Example:**  Phone | 0400 000 000 | |  | | **Example:**  Address | Perth, WA 6000 | |  | | **Example:**  Email | [example@example.com](mailto:example@example.com) | |  | | **Example:**  LinkedIn | linkedin.com/example/ | |  | |  | | **EDUCATION** | |  | | **Example:**  *Bachelor of Marketing, Advertising & Public Relations* | | **Example:**  *Edith Cowen University* | | **Example:**  *Completed 2017* | | [Insert any other Certifications] | |  | |  | | **RELEVANT SKILLS** | |  | | **Example:**   * *Adobe Photoshop* * *Digital Marketing* * *Adobe Illustrator* * *Adobe InDesign* * *AutoCAD* * *Rhinoceros* * *Microsoft Office* * *Slack* * *Salesforce* * *PowerBI* | | |  |  |  |  | | --- | --- | --- | --- | |  | | | | | **Example:** *Digital Marketing Specialist with 4+ years of experience in online marketing, branding, and business strategy across music, media, and entertainment industries. Skilled in evaluating financial needs and implementing multi-pronged digital strategies that increase revenue and drive brand growth.* | | | | |  | | | | |  | | | | | **PROFESSIONAL EXPERIENCE** | | | | |  | | | | | **Example:**  *Digital Marketing Specialist*  *ABC Pty Ltd, Perth WA* | **Example:**  *2019 – Present* | | | |  | | | | | **Example:**   * *Manage digital sales and streaming accounts to improve brand positioning and growth.* * *Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams.* * *Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database.* * *Led the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of $80K+.* | | | | |  | | | | | **Example:**  *Digital Marketing Associate*  *123 Pty Ltd, Perth WA* | | **Example:**  *2017 – 2019* | | |  | | | | | **Example:**   * *Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion.* * *Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts.* * *Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD).* * *Enhanced conversion rates by 12% via A/B testing landing pages for a better-performing conversion funnel.* | | | | |  | | | | | **Example:**  *Marketing Intern*  *XYZ Pty Ltd, Perth WA* | | | **Example:**  *2016 – 2017* | |  | | | | | **Example:**   * *Helped research, write, and edit blog posts for the company website.* * *Determined relevant keywords and entities for pages using Page Optimizer Pro.* * *Gathered and analysed data from social media PPE campaigns.* | | | | |