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| First Name SURNAME |
| **[Insert Profession]** |
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| **CONTACT** |
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| **Example:** Phone | 0400 000 000 |
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| **Example:** Address | Perth, WA 6000 |
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| **Example:**Email | example@example.com  |
|  |
| **Example:**LinkedIn | linkedin.com/example/ |
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| **EDUCATION** |
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| **Example:***Bachelor of Marketing, Advertising & Public Relations* |
| **Example:** *Edith Cowen University* |
| **Example:***Completed 2017* |
| [Insert any other Certifications]  |
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| **RELEVANT SKILLS** |
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| **Example:*** *Adobe Photoshop*
* *Digital Marketing*
* *Adobe Illustrator*
* *Adobe InDesign*
* *AutoCAD*
* *Rhinoceros*
* *Microsoft Office*
* *Slack*
* *Salesforce*
* *PowerBI*
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| **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.* |
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| **PROFESSIONAL EXPERIENCE** |
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| **Example:** *Digital Marketing Specialist**ABC Pty Ltd, Perth WA* | **Example:***2019 – Present* |
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| **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+.*
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| **Example:** *Digital Marketing Associate**123 Pty Ltd, Perth WA* | **Example:** *2017 – 2019*  |
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| **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.*
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| **Example:***Marketing Intern* *XYZ Pty Ltd, Perth WA* | **Example:***2016 – 2017* |
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| **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.*
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