JIMI NOWAK

Personal details

Name
Jimi Nowak

Phone number
(681) 204 7100

Email
example@cvmaker.com

LinkedIn
https://www.linkedin.com/in/petra-coyle

Interests

- Volunteer digital marketer - Animal Alliance

Innovative, creative, self-driven, and friendly digital marketer with 6 years experience. Skilled in planning and executing inbound and digital marketing campaigns. Using analytics for decision-making with marketing initiatives. Strong communication and interpersonal skills. Improved portfolio online traffic by average 30% per client. Increased portfolio social media following by average 1K per client. Growing organic lead generation by up to 75% per campaign.
Continually striving to learn and grow to deliver the best client service.

Work experience

Digital Marketer
Jun 2016

Infosys Ltd, Bridgewater

- Assessing clients' analytics and reporting to make recommendations
- Creating landing pages, optimising websites and updating pages
- Creating CtA and improving conversion rates
- Implementing and managing client HubSpot accounts
- Utilizing analytics to drive marketing decision making
- Providing clients with performance and outcomes reports from marketing campaigns
- Offering ongoing client support and communication
- Creating and managing organic and paid campaigns focusing on lead acquisition
- Executing campaigns to drive lead gen goals
- Strategizing and executing SEO, social media, content, and conversion rate optimization
- Contributing to action plans, strategy, and marketing recommendations for clients

Education and Qualifications

Expert-Level Digital Marketing Certificate
2021 - 2022

Digital Marketing Institute, Online

Professional Diploma in Digital Marketing
2020 - 2020

Digital Marketing Institute, Online

Skills

- Data analysis
- Market research
- Marketing strategy
- SEO
- Innovation
- Teamwork