

Liam Mercer

Digital Marketing Coordinator

Work Experience

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☎ (123) 456-7890

📍 Redwood City, CA

🌐 [LinkedIn](#)

Electronic Arts

Digital Marketing Coordinator

2020 - current | Redwood City, CA

- Designed digital campaign materials on Canva, saving \$7.1K in marketing
- Led influencer marketing drives across social media networks and **achieved 61% growth in social traffic**
- Tracked customer interactions with products and acted on feedback to reach 89% positive reviews

Pandora

Email Marketing Specialist

2017 - 2020 | Oakland, CA

- Nurtured leads on HubSpot CRM, achieving 97% opt-in response and 71% lead generation rates
- Boosted brand online visibility using SEMrush, which **increased web conversion rates by 201%**
- Generated 1.2K unique hourly visitors through Pay-Per-Click with bids less than 42% of competitors

eBay

SEO Specialist

2015 - 2017 | San Jose, CA

- Automated marketing using Pardot and **achieved a 57% increase in monthly conversion rates**
- Overhauled existing content and implemented SEO strategy that improved search engine ranking by 27%
- Created and launched a customized Constant Impact email marketing campaign, increasing email lead conversion by 71%

Skills

Sprout Social; SEMrush; Constant Contact; Drupal; Facebook Ads Manager; Pardot; Canva; Hotjar; HubSpot CRM; Trello

Education

Bachelor of Science, Marketing

San Diego State University

2011 - 2015 | San Diego, CA