

# TANIA SOLIS

## Digital Marketer

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☎ (123) 456-7890

📍 Brooklyn, NY

🌐 [LinkedIn](#)

## WORK EXPERIENCE

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### Digital Marketing Manager

#### Designity

📅 January 2015 - current

📍 New York, NY

- Strategized, developed, and managed paid digital marketing across AdWords, Instagram, and Facebook with monthly budget of \$160,000, resulting in about \$645,000 in monthly revenue
- Developed robust conditional email campaigns based on customer interactions with the platform that improved retention by 23%
- Created reporting around paid marketing funnels, and leveraged this to **incrementally improve the conversion rate by 210%**
- Established in-house knowledge of marketing content leveraged by the sales team to improve customer LTV by 28%
- Launched SEO campaign for high volume and long-tail keywords that generated 11,000 unique visitors and 160 customers monthly

### Digital Marketing Analyst

#### ShopKeep

📅 September 2012 - January 2015

📍 Washington, DC

- Performed rigorous A/B testing, which improved the conversion rate of marketing landing pages across company by 250%
- Improved on-page SEO performance, resulting in page speed improvement of 70% and increase in monthly organic traffic of 24%
- Created top of funnel marketing assets like infographics and white papers that **generated 32,000 unique visitors, resulting in \$1.2M in incremental revenue**
- Automated marketing KPI reporting using Google Analytics and Google Sheets, saving roughly 6 hours of manual work each week

### Digital Marketing Intern

#### iTalk Global Communications

📅 June 2012 - August 2012

📍 Washington, DC

- Supported marketing team by writing and editing 100+ social media and email campaigns
- Bolstered blog content with attention to SEO and keyword research, helping drive total site traffic up by 72%
- Studied analytics in Google Search Console, identified low-performing content, and **recommended solutions that improved content performance by an average of 34%**

## CAREER OBJECTIVE

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Strategy and results-driven digital marketer with 9+ years of experience building paid and organic marketing funnels for SaaS companies. Marketing efforts I have overseen have generated roughly \$20M in lifetime revenue for the businesses I have impacted.

## EDUCATION

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B.S. in Marketing

**University of Pittsburgh**

📅 August 2008 - May 2012

📍 Pittsburgh, PA

## SKILLS

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- Salesforce
- Paid acquisition (Facebook, Instagram, AdWords, Youtube)
- A/B testing (Optimizely)
- Google Analytics, FullStory
- Microsoft Excel, Google Sheets
- SEO
- Email marketing