

Faraj Kouri

Digital Marketing Specialist

f.kouri@email.com

(123) 456-7890

Seattle, WA

[LinkedIn](#)

WORK EXPERIENCE

University of Washington - Digital Marketing Strategist

2019 - current

Seattle, WA

- Developed comprehensive marketing strategies for 12 clients across media channels, including email and social media
- **Oversaw media budget of \$1.4M to leverage 5 media channels** focused on direct response offer development
- Launched new software to develop, test, and review analytics for marketing campaigns, surpassing target KPIs by 40%
- Incorporated certification steps to the sales lead process to reduce the bad contact ratio by 43%

Ben Bridge Jeweler - Social Media & Digital Marketing Specialist

2015 - 2019

Seattle, WA

- Managed and created content strategies that increased year-over-year referral traffic by 63%
- Implemented 7 new promotional campaigns that **increased yearly revenue generated by social media by 94%**
- Incorporated reels onto Instagram and Facebook to grow engagement by 31% on Facebook and 67% on Instagram
- Deployed lead-generation tactics to bring in 155K new leads through social media campaigns

Andover Brands - Digital Sales and Marketing Specialist

2010 - 2015

Seattle, WA

- Partnered with 6 marketing staff members to ensure all blogs, videos and emails were within specs and published on schedule
- Built 17 Google Ads campaigns, including keywords and campaign filters, to facilitate future marketing opportunities
- Developed 300+ pages of unique website content and maintained brand's presence on social media platforms
- Executed digital advertising campaigns that **exceeded revenue goals in 2014 by an average of 28%**

EDUCATION

University of Washington - Bachelor of Arts, Business Administration

2006 - 2010

Seattle, WA

SKILLS

Search Engine Optimization; Search Engine Marketing; Social Media (Facebook, Instagram, Twitter, Pinterest); Hubspot; Copywriting; Editing; Collaboration; Content Strategy