

Maxine Curry

Digital Marketing Manager

AREAS OF EXPERTISE

Email campaigns
Customer acquisition
Agency management
Sales funnel management
B2B marketing strategies
Client management

PROFESSIONAL

Fluent in Spanish
First Aider

PERSONAL SKILLS

Ambitious
Forward thinking
Loyal
Hard working

CONTACT

Maxine Curry
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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

Maxine always challenges convention and goes out of her way to make the impossible possible for her customers every day. She is an expert at ensuring the right platforms are used to deliver the right messages to the right audiences at the right time. During her career she has managed customer acquisition across all digital channels. In addition to this she has proven commercial acumen as well as practical experience of planning and implementing marketing campaigns. On a personal level she is passionate about the role that digital and social channels can play in helping companies to succeed.

WORK EXPERIENCE

Company name – Birmingham

DIGITAL MARKETING MANAGER Jun 2013 – Present

Responsible for working with the sales and marketing teams to maximise activation and retention metrics.

Duties:

- Developing and implementing digital customer acquisition campaigns.
- Ensuring that every campaign is communicated and understood by staff and across the business.
- Establishing and growing various marketing channels.
- Optimising landing pages, websites and page content.
- Building and nurturing relationships with Press and PR agencies.
- Managing the agencies relationships to ensure the company is getting the best value from its partners.

Company name - Location

JOB TITLE Employment dates (i.e. Aug 2011 – Jun 2013)

KEY SKILLS AND COMPETENCIES

- Not afraid of responsibility and will always be at the heart of the decision-making processes.
- Managing SEO activity, PPC and affiliate networks.
- Ability to quickly and efficiently solve problems.
- Experience in the manipulation, analysis and use of customer data.
- Integrating marketing campaigns.
- Managing budgets to ensure the best use of finances and resources.
- Experience of working with Google Adwords, Facebook and LinkedIn.
- Ability to manage multiple projects in parallel.
- Consistent in your views and decisions.

ACADEMIC QUALIFICATIONS

Nuneaton University *2008 - 2011*
BSc (Hons) Business Administration

Coventry Central College *2005 - 2008*
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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