
Digital Strategist Resume

Job Objective

To obtain the job of Digital Strategist.

Highlights of Qualifications:

- Strong experience in developing and implementing digital strategy
 - Sound knowledge of digital marketing and communication tactics
 - Profound knowledge of digital advertising trends
 - Familiarity with web analytics tools, CRM and SEO/SEM
 - Proficient with search engine optimization
 - Ability to sell digital strategy services to potential clients
 - Ability to develop innovative ideas to increase customer base
 - Ability to work effectively with agency partners
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Professional Experience:

Digital Strategist

Omnicom Media Group, Baltimore, MD

August 2007 – Present

- Developed digital strategies based on emerging technologies.
- Recommended improvements to current digital programs to achieve business objectives.
- Worked with management to implement digital marketing plan.
- Provided expertise on social media strategy.
- Assisted in coordinating and planning campaigns.
- Developed contents for website development and redesign.
- Implemented vendor outreach initiatives and managed vendor relationships.

Digital Strategist

Brookdale Senior Living Inc., Baltimore, MD

May 2004 – July 2007

- Assisted in development of digital concepts.
 - Executed social media project within assigned budgets and timelines.
 - Developed project plan for new business opportunities.
 - Ensured that project deliverables was in accordance with quality standards.
 - Informed clients about online trends and best practices related to social media.
 - Assisted in conducting client events.
 - Provided trainings to less-experienced staffs on social media strategies.
 - Managed client deliverables and performed digital analytics reporting on periodic basis.
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Education:

Bachelor's Degree in Mass Communications

Framingham State College, Framingham, MA

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