

Ara Blanchet

Digital Marketing Manager

Profile

As a Digital Marketing Manager, I develop and implement marketing campaigns that promote our company's products and services. My experience includes working with SEO, PPC, email marketing, social media, and content creation. I have a proven track record of increasing leads and sales through my innovative digital marketing strategies. In addition to my strong technical skills, I also have excellent interpersonal skills that allow me to build relationships with clients and colleagues.

Employment History

Digital Marketing Manager at Deloitte in North Carolina

Mar 2022 - Present

- Delivered X% increase in website traffic through effective SEO and PPC campaigns.
- Generated Y% more leads than the previous quarter by creating targeted content offers.
- Improved conversion rate by Z%, resulting in \$\$\$ in new revenue for the company.
- Decreased cost-per-lead by Q% through lead nurturing initiatives
- Wrote successful social media ad campaign that increased brand awareness by R%.

Digital Marketing Manager at Ernst & Young in New York

Jul 2016 - Jan 2022

- Increased website traffic by XX% through the implementation of innovative SEO and content marketing strategies.
- Generated X new leads per month on average through effective email marketing campaigns.
- Built and managed a successful social media campaign that increased brand awareness by XX%.
- Boosted online sales by XY% through targeted AdWords campaigns and remarketing efforts.

Certificates

Certification in Google Analytics (GAIQ)

Feb 2021

HubSpot Inbound Marketing Certification

Sep 2019

Hootsuite Social Media Certification

Apr 2018

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Education

Bachelor's degree in digital marketing at Florida State University, Tallahassee, FL

Aug 2012 - May 2016

Some technical skills I learned while studying for my bachelor's degree in digital marketing include learning how to use various software programs, such as Photoshop and InDesign. Additionally, I gained experience with social media platforms and analytics tools.

Links

[linkedin.com/in/arablanchet](https://www.linkedin.com/in/arablanchet)

Skills

Web development

Web design

Graphic design

Marketing campaigns

Email marketing

Social media management

Languages

English

German