

First and Last Name  
Address  
Email | Phone Number

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**OBJECTIVE:**

Seeking to leverage 8+ years of digital marketing expertise to transition into a dynamic management role, combining strategic leadership with a proven track record of driving digital innovation and achieving business growth.

**EDUCATION:**

Wayne State University, Mike Ilitch School of Business Detroit, MI  
Master of Business Administration May 2026  
Concentration: Management GPA: 3.8

Oakland University, School of Business Rochester, MI  
Bachelor of Science May 2014  
Dual Major: Accounting and Marketing

**EXPERIENCE:**

**ABC Company** Southfield, MI  
*Digital Marketing Director* Dec. 2019 – Present

- Oversee various digital marketing channels, collaborating with Marketing and Design in conceptualizing strategies with digital elements
- Administer innovative concepts online to offline event and marketing plans in coordination with Marketing, Public Relations, and Operation teams
- Build, plan, and implement overall digital and social media marketing strategy, aligning with content short-term and long-term marketing goals

*Media Campaign Manager* Dec. 2014 – Dec. 2019

- Boosted social media followers by 75% by maximizing digital media and nurturing new online communities for the company
- Increased brand effectiveness through customized microsites, resulting in a 50% revenue increase
- Collaborated with team members and management to develop strategic cross-platform media plans, exceeding client expectations

**XYZ Company** Detroit, MI  
*Office Assistant* Sep. 2012 – Dec. 2014

- Managed client email communication and contact information to provide prompt responses
- Ordered office supplies and products to manage inventory
- Communicated with supervisor to report on weekly progress and updates

**EXTRACURRICULAR ACTIVITIES:**

Graduate Business Student Association Detroit, MI  
Member Sep. 2022 – Present

Oakland Marketing Student Society Rochester, MI  
Executive Board Member Sep. 2011 – May 2014

**ACHIEVEMENTS:**

WSU Student Business Award May 2022

**SKILLS:**

- Microsoft Office – Word, Excel, Access, Publisher, and Outlook
- Google Analytics, QuickBooks, Wave Accounting, TaxWise, Sage 50 Accounting, SAP ERP and NetSuite