

# Sarah Smith

## Digital Marketing Executive



### Summary

An experienced and highly qualified Digital Marketing Executive, looking to take the next step in my career.

### Work Experience



#### Digital Marketing Specialist

**Pin & Ark Advertising**, a global advertising firm that specializes in reaching online audiences

*August 2022 to May 2025 (2 years, 9 months)*

- Achieved a 30% increase in social media followers by developing a strong content strategy that led to a 5% growth in sales within six months
- Increased B2B and B2C partnerships by 5% by overseeing marketing campaigns from planning to optimization
- Boosted clients' brand recognition by 10% by developing new ideas and content marketing strategies



#### Sales and Marketing Assistant

**Schuester Digital Media Group**

*November 2020 to January 2022 (1 year, 2 months)*

- Increased organic site traffic by 79% by developing and executing digital marketing content strategies
- Increased our client base by 5% by establishing partnerships with advertisers
- Worked on sales proposals and online marketing campaigns

### Contact Info

**LinkedIn Profile:**

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

- [hello@reallygreatjob.com](mailto:hello@reallygreatjob.com)
- +123-456-7890
- 123 Church Way, Taunton, TA1 3AA
- [Click here for my portfolio](#)

### Relevant Skills

- **Search Engine Optimization**
- **Social Media Management**
- **Web Content Writing**



## Education History



### **Master of Science in Marketing** **Institution: University of Roseton**

*Year of Graduation: 2020*

- Best Thesis
- Awardee, Roseton Scholarship



### **Bachelor of Arts in Literature with a Minor in Creative Writing**

**Institution: De Loureigh University**

*Year of Graduation: 2016*

- Cum Laude
- President, De Loureigh Debate Club
- 1st Place, 2015 Best Short Story

## Volunteer Work, Awards, Affiliations, and Interests



### **Volunteer Social Media Coordinator** **Institution: Lily River Children's Foundation**

*2021 to Present*

I handle the foundation's social media pages. I also implement online campaigns to drive adoption rates up.



### **Young Marketer of the Year Award** **Institution: Talens Marketing Association**

*2023*

I was recognized for my achievements as a role model in brand building, digital marketing, and innovation.



# Hints and Tips

## Some tips for creating an effective CV

**Give some information about the company that you have worked for.** Write a short description of what the company does especially if they are not well known.

**Remember to add how long you have stayed in a particular role.** Write out the years and months. Example: Jan 2020 to June 2022 (2 years and 5 months).

When writing out your achievements and responsibilities for a job, it is ideal to follow this format: **"I have achieved X by doing Y with a result of Z."** Quantitative information is highly preferred.

**Only list skills you are confident in and are relevant to the job.** You may also list specific software or tools that are important to the role.

**Keep to the facts / truth**

**Summary Statement.** Tell the recruiter what you are looking for from your next job role.

**Adding your photo to a CV is optional.** Photos help recruiters remember you, but there is a risk of unconscious bias. (At Jobseekers we also advise to take them off!)

**Adding volunteer work and other interests is optional.** Information under this section may seem irrelevant but it can build rapport with recruiters.

**Do not crowd your CV.** Feel free to use a second page, which usually features your educational background and other achievements and awards.

**Make sure the CV's design aesthetic matches the job you are applying for.** For creative roles, you may prefer CVs with a touch of color. For more corporate roles, go for a more simple design.

**Having a list of references is no longer required in CVs.**

## What recruiters usually look for in a CV

**In order of importance:**

- Experience
- Role or Title
- Company's Credibility
- Results, Responsibilities, Achievements
- Portfolio
- Contact Information
- Skills & Relevant Software
- Educational Background
- Volunteering and Other Interests

## Important: Download your CV as a PDF.

Do not use **docx, png, or jpg** since an applicant tracking system may not be able to properly display the file or scan the text.