

EVA CLYTEMNESTRA

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Summary

Versatile and results-driven freelance digital marketer with a passion for driving online success. Seeking opportunities to collaborate with businesses and entrepreneurs to enhance their digital presence, increase brand visibility, and drive measurable results. Leveraging expertise in digital strategy, social media management, SEO optimization, and content marketing to deliver tailored solutions that meet and exceed client objectives. Proven track record of executing successful digital campaigns, improving website traffic, and maximizing ROI.

Skill Highlights

- Social Media Management
- Search Engine Optimization (SEO)
- Content Marketing
- Analytics and Data Analysis
- Web Design and Development
- Graphic Design

Experience

Google Ads Freelancer- 08/2019 to Present

- Developed and implemented customized Google Ads strategies for clients, resulting in a 20% average increase in click-through rates and a 15% improvement in conversion rates.
- Conducted in-depth keyword research and analysis to identify high-impact keywords for various industries, enhancing the overall effectiveness of advertising campaigns.
- Successfully managed advertising budgets ranging from small businesses to mid-sized enterprises, ensuring optimal allocation for maximum return on investment.
- Regularly communicated with clients to discuss campaign performance, provide recommendations for improvement, and address any concerns or inquiries promptly.

Marketing Coordinator - 06/2016 to 07/2019

Form Digital, Aberdeen

- Collaborated with cross-functional teams to plan and execute marketing initiatives, resulting in a 30% increase in brand visibility within the target market.
- Conducted market research and competitor analysis to identify opportunities for growth and inform strategic decision-making.
- Assisted in organizing and executing events, both in-person and virtual, to promote brand awareness and engage with the target audience.

Education

BA(HONS): Marketing - 2016

Robert Gordon University