

# Samantha DiVincent

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## Digital Marketing Specialist

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Highly skilled Digital Marketing Specialist with 8 years of experience in creating and implementing successful digital marketing strategies across various channels. Proficient in developing targeted content, managing paid advertising campaigns, and leveraging analytics to optimize performance. Adept at collaborating with cross-functional teams to drive business growth.

## WORK EXPERIENCE

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**The Loop Marketing** - *Chicago, IL*

10/2021 - 01/2023

### Digital Marketing Specialist

- Developed and executed comprehensive digital marketing strategies across various channels, including email marketing, social media, and paid advertising, resulting in a 30% increase in website traffic and a 20% increase in online sales.
- Managed a team of content creators, designers, and analysts to ensure the successful execution of digital campaigns and the delivery of high-quality content to targeted audiences.
- Monitored and analyzed campaign performance using Google Analytics, A/B testing, and other analytics tools, and made data-driven optimizations to improve engagement and conversion rates.
- Collaborated with cross-functional teams, including product marketing, sales, and web development, to ensure campaign goals aligned with overall business objectives.

**Times Three Consulting** - *Austin, TX*

12/2019 - 10/2021

### Digital Marketing Associate/Account Manager

- Developed and implemented a multi-channel digital marketing strategy that increased website traffic by 40% and generated over 10,000 leads per month.
- Created and managed paid advertising campaigns on Google AdWords and social media platforms, resulting in a 25% increase in lead generation and a 15% decrease in cost-per-click.
- Led the development and execution of email marketing campaigns that increased open and click-through rates by 20% and 15%, respectively.
- Collaborated with the web development team to optimize the user experience and increase website conversions.
- Prospected new business opportunities and developed relationships with potential clients, resulting in a 30% increase in new business revenue.
- Developed and presented proposals, quotes, and contracts to clients, negotiating favorable terms and conditions.
- Collaborated with cross-functional teams, including sales, marketing, and product development, to ensure the successful execution of projects and the delivery of high-quality products and services to clients.

**Lux & BLVD** - *Discovery Bay, CA*

06/2016 - 12/2019

### Social Media Manager

- Developed and executed social media campaigns for clients across various industries, including healthcare, finance, and technology, resulting in a 40% increase in website traffic and a 20% increase in lead generation.
- Managed social media advertising campaigns on Facebook and Instagram, achieving a 10% increase in conversions and a 20% decrease in cost-per-click.
- Conducted competitive research and stayed up-to-date with industry trends to inform social media strategy and ensure the delivery of high-quality content to targeted audiences.
- Collaborated with cross-functional teams, including creative, account management, and analytics, to ensure the successful execution of campaigns and the achievement of client objectives.

## **EDUCATION**

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**Pennsylvania State University - State College, PA**

Bachelor of Science - Criminal Justice minor in Psychology, August 2021

## **PROFESSIONAL SKILLS**

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- Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Docs, Sheets, Slides).
- Google Analytics
- SEMrush
- A/B testing
- SEO optimization
- Social media management
- Email marketing
- Paid advertising
- Content creation
- Project management
- Collaboration and communication skills
- Social media advertising

## **CERTIFICATIONS**

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- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Hootsuite Social Media Marketing Certification