

PETE MAVERICK

DIGITAL MARKETING MANAGER

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Sydney, Australia

SKILLS

Search Engine Optimization (SEO)
Pay-Per-Click (PPC Advertising)
Social Media Marketing
Content Marketing
Email Marketing
Web Analytics
Conversion Rate Optimisation (CRO)
Marketing Automation
Data Analysis
Budget Management

EDUCATION

Bachelor of Marketing
University of Anytown
2008 - 2012

CERTIFICATIONS

Google Ads Certification
HubSpot Inbound Marketing Certification
Facebook Blueprint Certification

PROFILE

I am a dedicated and results-driven digital marketing manager with 8 years of experience in the digital marketing arena. Having started my career at a dynamic marketing agency, I quickly honed my skills in paid media before transitioning to client-side roles. My journey has been marked by a continuous climb up the career ladder, allowing me to gain a comprehensive understanding of the digital marketing landscape. Now, as a leader of a talented team of two, I am passionate about leveraging my expertise to drive impactful marketing campaigns that deliver tangible business results.

Throughout my career, I have consistently delivered outstanding performance. In my most recent role, I led a major campaign that increased revenue by 25%, translating to an additional \$1.2 million in annual sales. My strategic approach to paid media and data-driven decision-making have enabled me to optimize marketing spend and achieve impressive ROI for the companies I've worked with. My commitment to continuous improvement and ability to adapt to evolving digital trends ensure that I consistently exceed performance targets.

EXPERIENCE

Digital Marketing Manager | XYZ Corporation

Responsibilities

January 2020 - Present

- Develop and execute comprehensive digital marketing strategies.
- Oversee all paid media campaigns across various platforms.
- Manage a team of two junior marketers, providing guidance and professional development.
- Analyse campaign performance and adjust strategies to optimize ROI.
- Collaborate with cross-functional teams to align marketing initiatives with business goals.
- Establish and manage the digital marketing budget, ensuring cost-effective allocation of resources.
- Implement advanced analytics tools to track and measure campaign performance.
- Develop and maintain relationships with key industry influencers and partners.
- Drive continuous improvement through A/B testing and performance analysis.

Achievements

- Increased annual revenue by 25%, contributing an additional \$1.2 million through a targeted paid media campaign.
- Reduced customer acquisition cost by 15% through improved audience targeting and campaign optimization.
- Successfully launched a new product line, achieving a 10% market penetration within six months.
- Led the redesign of the company's website, resulting in a 20% increase in conversion rates.
- Enhanced the company's digital presence, leading to a 35% increase in organic search traffic.
- Streamlined the marketing operations, reducing campaign launch times by 25%.
- Spearheaded a cross-channel marketing initiative that increased lead generation by 30%.
- Achieved a 20% increase in email marketing open rates through targeted content and segmentation.



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EXPERTISE

Paid Media Strategy
Campaign Management
Audience Targeting
Brand Development
Digital Advertising
Performance Marketing
Market Research
Lead Generation
Customer Acquisition
Team Leadership

ABOUT ME

Recently led a campaign that increased annual revenue by 25%, adding \$1.2 million in sales.

Strong focus on paid media, audience targeting, and ROI optimisation

Experienced in managing a team, providing leadership and professional development to junior marketers.

Adept at leveraging advanced analytics to inform strategic decisions and improve campaign performance.

Passionate about continuous improvement and staying ahead of digital marketing trends.

Runs a successful side hustle providing digital marketing consultancy for small businesses, achieving an average 40% increase in online sales and \$300,000 revenue boost for clients over the past year.

Senior Digital Marketing Specialist | ABC Agency

Responsibilities

July 2016 - December 2019

- Managed multiple client accounts, focusing on paid media and SEO.
- Conducted thorough market research to inform campaign strategies.
- Developed and implemented PPC and social media advertising campaigns.
- Analysed campaign data and provided actionable insights to clients.
- Coordinated with creative teams to produce compelling ad content.

Achievements

- Boosted client revenue by an average of 18% through effective paid media strategies.
- Achieved a 30% increase in click-through rates (CTR) for PPC campaigns.
- Played a key role in securing a major client, contributing to a 15% growth in agency revenue.
- Trained junior team members, enhancing the overall skill set of the team.

Digital Marketing Specialist | DEF Digital

Responsibilities

June 2012 - June 2016

- Assisted in the creation and execution of digital marketing campaigns.
- Conducted keyword research and optimized content for SEO.
- Managed social media accounts and engaged with the online community.
- Tracked and reported on campaign performance metrics.
- Supported the development of marketing materials and collateral.

Achievements

- Contributed to a 12% increase in organic search traffic through effective SEO strategies.
- Enhanced social media engagement by 20% by implementing a new content strategy.
- Improved email marketing open rates by 15% through A/B testing and segmentation.
- Supported the growth of the company's client base by 10% through successful marketing initiatives.

