**MICHAEL HARRIS**

**Digital Marketing | SEO | SEM | Content Marketing**

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**PROFESSIONAL SUMMARY**

Results-oriented marketing professional with over 5 years of experience in digital marketing, brand strategy, and content creation. Proven ability to drive brand growth, increase online engagement, and deliver data-driven results. Expert in utilizing digital tools and analytics to optimize marketing campaigns and achieve business objectives.

**WORK EXPERIENCE**

**Marketing Manager**

**XYZ Corporation, Sydney, NSW January 2022 – Present**

* Lead a team of 5 in creating and executing digital marketing strategies across multiple platforms, including social media, SEO, and email campaigns.
* Achieved a 35% increase in website traffic and 50% boost in social media engagement within the first year.
* Managed a marketing budget of $200,000, ensuring maximum ROI through cost-effective advertising strategies.

**Digital Marketing Specialist**

**ABC Solutions, Melbourne, VIC June 2018 – December 2021**

* Developed and executed SEO and SEM strategies that increased organic search traffic by 25%.
* Created and managed Google Ads and Facebook Ads campaigns, resulting in a 20% increase in qualified leads.
* Produced engaging content for blogs, newsletters, and social media platforms to attract target audiences.

**EDUCATION**

**Bachelor of Marketing**

**University of Sydney, Sydney, NSW Graduated: 2018**

**SKILLS**

* Digital Marketing Strategy, SEO & SEM, Google Analytics & SEMrush
* Social Media Marketing, Content Creation & Copywriting, Budget Management, Data Analysis

**CERTIFICATIONS**

* Google Analytics Certified
* Facebook Blueprint Certification
* HubSpot Inbound Marketing Certification