

Jane Doe

Digital and Media Director

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Professional Profile

A Digital and Media Director with expertise in delivering successful product launches and digital communications. Enables organizations to take advantage of new technologies by winning buy-in at all levels. Drives positive organizational change and transformation to achieve cost savings and process efficiency. Recognized as a motivational leader who can steer international teams and partners to meet and surpass challenging targets and navigate uncertainty.

Areas of Expertise

Digital Marketing | Digital Strategy | Marketing Communications | Online Advertising
Integrated Marketing | Social Media | Marketing Management | SEO
Digital Media | Brand Building | Global Leadership | Budget Management

Professional Experience

Digital and Media Director

2019 – date

Acme Corps

Spearheaded digital and paid media campaigns and product launches across 10 European countries, through the leadership of a team of 14 international direct reports and control of a £30million annual budget. Defined campaign insights and set digital strategy for campaigns across all markets.

Key achievements

- Significantly improved external communications by delivering a project to optimize the use of customer data held across the business, through the implementation of new technology infrastructure and strategy
- Delivered a cost saving of 20% by leading organizational change to centralize media planning and execution for all 6 markets, including delivering a restructure of agency relationships
- Enabled sharing of best practice and provided greater support for staff by establishing a pan-regional team of 10 connected Digital Leaders
- Developed the user experience for an innovative competition that exceeded targets by 625% and broke a Guinness World Record

Senior Manager – Online Experiences

2016 - 2019

XYZ Plc

Led the delivery of website campaigns and flagship product launches in a highly competitive market, transforming previously generic communications by introducing personalized experiences. Managed a matrix team of up to 8 direct reports and a £40million annual budget.

Key achievements

- Delivered a five-fold increase in traffic to major online sites, creating a revenue channel that generated tens of millions of pounds annually from both direct and indirect retail
- Reduced the time taken to publish digital content following new product launches from 2 weeks to 1 hour, whilst also improving sales acquisition strategies and influencing business priorities
- Improved understanding of paid media impact and emerging opportunities by introducing web metrics and KPI analytics reporting, with the templates and dashboards later adopted by other markets
- Established the user experience for the company's first eCommerce platform, where previously the majority of sales were made through third party partners

Digital Marketing Manager

2014 - 2016

ABC Ltd

Enabled the UK business to open new digital channels and social territory, whilst safeguarding reputational risk. Managed a digital media and creative budget of over £5million.

Key achievements

- Launched the company's first digital strategy and social media presence on direct customer feedback channels
- Delivered their most successful online promotion, with over 20million entries in 8 weeks

Early Career Summary

AAA Ltd:	New Media Manager	2010 – 2014
BBB Ltd:	New Media Executive	2009 – 2010

Qualifications

MBA:	Marketing Specialism, <i>Executive University</i>	2022
BA (Hons) degree:	Marketing, <i>Campus University</i>	2009

Professional Development

Course:	Agency Management	2016
Course:	Social Media	2014

Technical Proficiency

Analytics:	Google, Adobe and platform-specific tools
Dashboards:	Power BI
Tag management:	GTM, Tealium, OneTrust
Other:	SEO, CRM data management platforms, CMS, Akamai
