AMELIA CARTER

MANCHESTER, UK | amelia.carter@example.com | linkedin.com/in/amelia-carter-example | Portfolio available on request

DIGITAL MARKETING & CONTENT EXECUTIVE

CONTENT STRATEGY | SEO | EMAIL MARKETING | PERFORMANCE REPORTING

PROFILE

Digital marketing professional with three years of experience delivering content, email and website campaigns for retail and lifestyle businesses. Confident using audience insights and performance data to improve engagement, strengthen customer journeys and support commercial objectives. Seeking a digital marketing role with opportunities to develop campaign strategy and optimisation skills.

CORE SKILLS

Content Planning · Search Engine Optimisation (SEO) · Email Marketing · Campaign Coordination · Social Media · Google Analytics 4 · Reporting · Copywriting · Stakeholder Communication

KEY ACHIEVEMENTS

- Increased organic website sessions by 38% over nine months through content updates and on-page SEO improvements.
- Improved average email click-through rate from 2.4% to 3.6% by testing subject lines, content and calls to action.
- Helped deliver a seasonal campaign that generated 1,800 landing-page visits in its first four weeks.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Northfield Homeware (fictional) | Manchester, UK | Apr 2024 - Present

- Planned and published SEO-focused website content, refreshing product and advice pages using search queries and customer questions.
- Used GA4 and Search Console to monitor traffic trends and identify underperforming pages for improvement.
- Built and scheduled segmented email campaigns, testing content and calls to action to improve engagement.
- Coordinated creative assets and launch deadlines with design, e-commerce and customer service colleagues.
- Prepared monthly reports covering website sessions, email engagement and campaign outcomes.

Marketing Assistant | Harbour & Co. Lifestyle (fictional) | Leeds, UK | Sep 2022 - Mar 2024

- Supported social media calendars, blog content and product-launch communications across owned channels.
- Created campaign graphics and short-form video assets using Canva and CapCut.
- Maintained campaign trackers and helped prepare weekly performance summaries for the marketing manager.
- Updated website copy and checked links, images and product information before campaign launches.

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SELECTED PROJECTS

Organic Search Improvement Project

Reviewed 25 website pages, grouped search queries by intent and prioritised content changes. Tracked page-level performance over nine months, contributing to a 38% increase in organic sessions.

Seasonal Email Campaign

Supported audience segmentation, email copy, testing and reporting for a four-week campaign. Documented the results and recommended improvements for the next launch.

TOOLS

Google Analytics 4 · Google Search Console · Mailchimp · Canva · CapCut · WordPress · Microsoft Excel · Google Sheets · Trello

EDUCATION

BA (Hons) Marketing | Manchester Metropolitan University | 2019 - 2022

Relevant study: Consumer Behaviour, Digital Marketing, Marketing Research and Brand Management.

PROFESSIONAL DEVELOPMENT

Google Analytics 4 introductory training · SEO fundamentals course · Email marketing workshops

ADDITIONAL INFORMATION

Languages: English (native) · Spanish (intermediate)

Location: Manchester, UK · Open to hybrid roles

ABOUT THIS EXAMPLE

This is a fictional CV created for educational purposes. The candidate, employers, contact details, projects and performance figures are invented. They demonstrate how to present relevant skills, clear responsibilities and measurable outcomes. Replace every example with your own accurate experience and evidence.