

SAMPLE RESUME TEMPLATE FOR AN EXPERIENCED DIGITAL MARKETER

Resume order:

1. Name & Contact detail, Project links
2. Experience
3. Leadership & Awards
4. Education
5. Certifications/Volunteering

Do's:

- Your resume should be simple. Preferably PDF format
 - Font size: 11 Times New Roman or Arial
 - Use bullet points
 - Spell Check
- Customized for each JD (You can highlight specific skills)
- Use action words like created, developed, designed, managed

Don't:

- ✗ Have more than a 2-page resume
- ✗ Include skills that you are not confident about
- ✗ Include declaration with signature, references

Suresh Babu

Indira Nagar, Bangalore | Phone: 8792299538 | Email: sureshbabu@gmail.com |

LinkedIn: <http://linkedin.com/sureshbabutr> | Github Profile: <http://github.com/sureshbabutr>

Experience

Digital Marketing Manager, WMA, Bangalore

January 2011 - Present

- Increased revenue by 200% QoQ by strategic digital marketing campaigns in line with business objectives
- Managed more than 100 digital marketing campaigns with an overall budget of US \$ 20 million
- Built a team of 25 digital marketing professionals by recruiting & training. Helped grow 10 of the team member to a leadership role
- Grew revenue from 10 new e-commerce clients by 5 % month on month by optimizing their existing social media and search campaigns

Digital Marketing Specialist, Vayama, Bangalore

May 2007 - December 2010

- Increased revenue by 60% MoM for a major real estate client by increasing conversions from search campaigns
- Created a social media policy document for employees by following social media best practices
- Built an email database of 20,000 subscribers by creating ebooks, guides, and content marketing
- Increased our YouTube subscriptions from 500 - 10,000 by consistently posting valuable content in one year

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Leadership & Awards:

- Organized 20 monthly meetups for up to 150 digital marketing in the last 2 years. Build relationships with over 2000 digital marketing professionals and agencies
- Participated in a professional panel discussion for SMX, Digital Marketing Conference
- Awarded employee of the month for high achievement in leadership July 2019
- Created and published an ebook for modern digital marketers with over 5000 downloads in 18 months
- Actively contributing to Bangalore Indira Nagar Toastmasters

Education:

- IIM Bangalore, Executive MBA, Specializing in Marketing - May 2009
- Christ University, Bangalore, BBA - June 2008

Certificates:

- Certified Digital Marketer, Web Marketing Academy Bangalore - May 2020
- Google Ads Search Certificate, Google - August 2020

Relevant Activities:

- Participated in Podcast | Interviewed Industry leaders | Attended The Marketing Conference |

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Your contact details:

Your email address, phone number, and portfolio

Experience:

1. Most recent experience first. Reverse chronological order. Include your employer, position, and dates
2. If you have experience in building websites, Alexa skill development, hackathon, competitions include that
3. Use the Job description and write relevant experience. You can bold those experiences if required.
4. Focus on the results. **Use metrics & examples with details.** Use data, comparison to provide context.
5. Be as specific as possible. **Expect questions out of this**

(Use this method: Accomplishments, Measurement by Doing. Convey the impact, backing up with data with results. Be specific)

Leadership & Awards:

1. Include relevant awards, recognitions, accomplishments.
2. Use the same method to be specific, backed up by data.
3. Include links if necessary, any ebooks, research papers

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Education:

1. School not required
2. University, degree, graduation date
3. Most recent education first

Certification:

1. Certificate and year

Relevant activities:

- Include relevant, volunteering work and anything relevant you want the employer to know about you

Good Luck!