

# Academic Curriculum Vitae (CV)

## Elizabeth Smith

Marketing Lecturer

Experienced academic with two publications regarding Digital Marketing and Search Engine Optimization, holding a BA in Business Administration and a MSc. in Business Analytics from Northwestern University.

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### RESEARCH INTERESTS

Search Engine Optimization Content Creation Client Recruitment and Retention International Marketing

### EDUCATION

#### Ph.D. in Marketing

Columbia Business School

08/2019 – Present

Research Area

- Extending Social Perception Theories to Advertising and Search Engines Context

#### MSc in Business Analytics

Kellog School of Management

08/2016 – 06/2018

Courses & Dissertation

- Data Analysis
- Brand Management
- Machine Learning
- Dissertation: The Effect of Social Media Content in Search Engine Optimization

Magna Cum Laude

#### BA in Business Administration

Colorado State University

08/2014 – 06/2016

Dissertation

- The Effect of Search Engine Optimization in Digital Marketing

Summa Cum Laude

### PUBLICATIONS

Book

#### Search Engine Optimization: Digital Marketing New Wave

Author(s)

Elizabeth Smith & Richard Doe

2018

Penguin Publishing

Academic Article

#### Digital Marketing Implications of Content Management and Distribuiton

Author(s)

Elizabeth Smith & Richard Doe

March, 2017

Journal of Marketing

### CONFERENCES & COURSES

AMA Cincinnati's Trailblazer Series (2019)

American Marketing Association

Adobe Marketing Summit (08/2018)

Adobe Inc.

Page 1 of 2

### TEACHING EXPERIENCE

#### Lecturer in Introduction to Digital Marketing

Colorado State University

08/2018 – Present

### WORK EXPERIENCE

#### Search Engine Marketing Specialist

Hub Digital Agency

05/2016 – 05/2019

Achievements

- Utilized SEO principles and successfully audited over 200 websites from 5 different niches: Fashion, Education, Human Resources, E-commerce, Art & Culture.
- Increased lead generation of the agency by 20% within the first 6 months by creating 4 'How-to' guides on the blog.
- Contributed to the increase by 35% of new clients in 2017 compared to 2016.

#### Marketing Intern

ABC Agency

05/2015 – 12/2015

Achievements

- Increased social media presence of the company by 23% in the last 3 months.
- Drafted a new on-boarding email process that increased the email open rate from 31% to 36%.
- Created 2 marketing-related articles per month which had on average 150 social media shares each increasing brand awareness.

### CERTIFICATES

Hootsuite Social Marketing Certification (03/2019)

Google Ads Certification (08/2018)

### VOLUNTEER EXPERIENCE

#### Social Media Volunteer

Help Africa

10/2014 – 05/2017

Tasks/Achievements

- Created "Do you really care?" campaign on Facebook and Twitter that raised \$130.000 in donations for the cause during the 3rd and 4th quarters of 2016.

### GENERAL SKILLS

SEO & SEM Wordpress HTML & CSS CRO and A/B Testing Keyword Optimization Web Analytics Email Marketing Project/Campaign Management Verbal and Written Communication Public Speaking

### LANGUAGES

English  
Native

Spanish  
Full Professional Proficiency

French  
Limited Working Proficiency

Italian  
Limited Working Proficiency

Page 2 of 2