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

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　　Getting a Web Development Job For Dummies Kathleen Taylor,Bud E. Smith,2015-01-20 Chart your path for a career in web development Taylor and Smith help you start your career by explaining the major categories of web development jobs showing you how to position yourself for the job you want and giving you advice on how to keep and grow within your ideal job once you ve found it 　　*Getting a Coding Job For Dummies* Nikhil Abraham,2015-08-03 Your friendly guide to getting a job in coding Getting a Coding Job For Dummies explains how a coder works in or out of an organization the key skills any job requires the basics of the technologies a coding pro will encounter and how to find formal or informal ways to build your skills Plus it paints a picture of the world a coder lives in outlines how to build a resume to land a coding job and so much more Coding is one of the most in demand skills in today s job market yet there seems to be an ongoing deficit of candidates qualified to take these jobs Getting a Coding Job For Dummies provides a road map for students post grads career switchers and anyone else interested in starting a career in coding Inside this friendly guide you ll find the steps needed to learn the hard and soft skills of coding and the world of programming at large Along the way you ll set a clear career path based on your goals and discover the resources that can best help you build your coding skills to make you a suitable job candidate Covers the breadth of job opportunities as a coder Includes tips on educational resources for coders and ways to build a positive reputation Shows you how to research potential employers and impress interviewers Offers access to online video articles and sample resume templates If you re interested in pursuing a job in coding but don t know the best way to get there Getting a Coding Job For Dummies is your compass 　　Advances in Ubiquitous Computing: Future Paradigms and Directions Mostefaoui, Soraya Kouadri,Maamar, Zakaria,Giaglis, George M.,2008-02-28 This book investigates the technology of ubiquitous computing emerging applications and services and social issues vital for the successful deployment of a ubiquitous computing application Providing high quality authoritative content on such topics as device design wireless communication location sensing privacy concerns attention focus multi person interaction and direct interaction work patterns it is a must have in library collections Provided by publisher 　　**Easy X10 Projects for Creating a Smart Home** Technica Pacifica,2005 Provides instructions on utilising the X10 technology to automate the areas of your home with components found at your local home improvement centre This book addresses the interfacing of your personal computer wireless controls and voice controls Topics addressed include Lights Security Systems HVAC Voice Control Systems and more 　　Home Digital Twins Tuan Anh Nguyen,2026-02-20 Home Digital Twins explores how digital twin technologies can serve as a bridge between the real home and the virtual home It explains how IoT devices wearable sensors artificial intelligence AI and machine learning ML can aid in the diagnosis prediction and prevention of abnormal critical extreme problems in real home environments while also showing how digital twin computing can support the management of home energy consumption to optimize everyday living The book also considers the security and ethical implications of introducing

digital twin technology in the home to ensure the technology benefit the lives of the home s inhabitants The introduction of sensor networks into the home environment allows automation into the home utilizing internet of things IoT devices to program for example door opening room luminosity room temperature and humidity Digital Twin technology extends the capabilities of the smart home collecting and analyzing data from the Activities of Daily Living ADLs and applying Human Activity Recognition HAR algorithms to provide adaptive services including minimizing power consumption improving healthcare and enhancing overall well being However there are many challenges when applying these algorithms to the smart home due to the variability and sparsity of sensor data which can lead to a mismatch between the real home and the digital home Explains how digital twins gather real home data to create a virtual model of the home Considers the associated technologies that support home digital twins including Internet of things artificial intelligence machine learning and blockchain Explores how digital twins can be used in the home to monitor and improve our daily lives *Road to a More Intelligent World* Pengfei Sun,2025-05-31 This book provides an in depth look at the current development of the fifth generation mobile communication technology 5G and artificial intelligence AI their technological advantages application and critical role in science and technology as well as their future development trends This book is divided into three parts The first part details the current development of 5G around the globe and the evolution from 5G to 5 5G The second part explores the significant developments in AI technologies including typical AI technologies such as machine learning ML natural language processing NLP and computer vision CV and the popular foundation model technologies The third part looks at the impacts of 5G AI on the digitalization and intelligent development of industries and showcases some of the applications in government meteorology education and healthcare etc This book can serve as a reference for a diverse range of readers such as people in the public sector and the mobile communications industry and faculty and students in this field **The Smart Woman's Guide to Resumes and Job Hunting** Julie Adair King,Betsy Sheldon,1993 Master the job search game whether you re climbing the corporate ladder switching careers or re entering the workforce after years at home This latest edition gathers the most up to date information tips secrets and advice on resume writing job seeking interviewing and salary negotiations and features updated sample resumes The Work-at-home Sourcebook Lynie Arden,1988 AT T JC Penney and more than 1 000 other companies routinely hire home workers The author provides job descriptions contact information pay and benefits listings and tons of helpful tips for finding and getting freelance work This revised and updated edition includes a new section on finding at home work via the Internet Frontier Matt Neuburg,1998 The first book devoted exclusively to teaching and documenting Userland Frontier a collection of powerful pre written scripts for total web site management this book teaches readers Frontier from the ground up The guide is packed with examples advice tricks and tips **Poultry, Garden and Home** ,1916 **Public Interest Job Search Guide** ,1998 **Specifications of Letters Patent for Inventions and Provisional Specifications** ,1879 **Dearborn Independent** ,1927 **House & Garden** ,1930 **The**

Railway Age ,1905   *Adweek* ,1997 Vols for 1981 include four special directory issues   <u>Harvard Advertising Awards</u> Harvard University. Graduate School of Business Administration,1930   *Appendix to the Journals of the House of Representatives of New Zealand* New Zealand. Parliament. House of Representatives,1903   **Brotherhood of Locomotive Firemen and Enginemen's Magazine** ,1927   **British Medical Journal** ,1921

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