

MICHAEL HARRIS

Digital Marketing | SEO | SEM | Content Marketing

Sydney, Australia | michael.harris@email.com | +61 412 345 678 | linkedin.com/in/michaelharris

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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CH Cherryholmes



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Journal of Career Planning & Employment ,1990 Intro Dos 5/6/6. 2 Wind 3. 1 Phillips H L Staff,1994-03 This introductory text builds the basic computer management skills required of today s Information Systems professionals A useful tool for drawing comparisons between these two very different operating systems The Longman Guide to Writing Center Theory and Practice Robert W. Barnett,Jacob S. Blumner,2008 Longman Professional Development Series for Composition The Longman Professional Development Series for Composition grows out of Longman s deep commitment to the discipline and to the people who teach it For many years Longman has been a leader in publishing for the first year composition classroom We are proud to offer this series of useful resources for composition instructors in addition to our distinguished list of handbooks rhetorics readers and other textbooks Covering a wide range of topics the Longman Professional Development Series in Composition offers support for everyone from a seasoned writing program administrator to a brand new teaching assistant or even an undergraduate peer tutor Visit our online community for composition professional development www.ablongman.com/comprow *The Software Encyclopedia 2000* Bowker Editorial Staff,2000-05 **Landing a Job For Canadians For Dummies** Dawn McCoy,2002-10-01 Finding a new job is an overwhelming prospect for most people no matter how many times you ve done it or at what stage of your career you re in Especially in tough job markets when job seekers face tougher screening by recruiters it s crucial to stand out from the crowd in every way from your resume to your interview Whether you re looking for a job in Canada or outside the country the right strategy coupled with expert know how will give you the critical advantage to land your dream job Landing a Job For Canadians For Dummies is for everyone looking for a job Whether you re a newbie fresh out of university or a professional looking to change careers you ll discover how to find your ideal job and create a winning plan for getting it This user friendly guide helps you Decide on a career Develop a strong r sum Write memorable cover letters Research jobs and companies Maximize networking skills Land a job Explore how you can use computers the Internet and e mail in conjunction with tried and true networking and follow ups to cast a discerning net that will catch the leads best suited to your skills and ambitions Landing a Job For Canadians For Dummies includes unique coverage of these and many more helpful topics including Three big questions you need to answer Basic tools for your job hunt Three dependable r sum formats Anatomy of a cover letter The art of gentle persuasion Online job banks Ten big job hunting blunders Exploring other options Four steps to an inspired interview In today s competitive job market the way you present yourself to an employer is just as important as the skills and experience you bring to the table Arm yourself with the tools and strategies you need to find your dream job and put together the winning package r sum cover letter and interview to land it *Building the Looking-Glass Resume* Larry Goldsmith,2014-01-10 Building the Looking Glass R sum is a r sum solutions book that shows you how to create the reflection of your job skills that can help you win the prized invitation to a job interview The book features the Jaazle R sum Template

and Tutorial to guide you through the resume building process so you can quickly and confidently create a professional looking resume with powerful contents Building the Looking Glass Resume is for all job seekers from entry level to senior executives or those in career transition The book includes solutions to the most difficult resume concerns questions and technical issues

Free Stuff from America Online Luanne S. O'Loughlin, Louanne O'Loughlin, 1994-11 Written for users around the world FREE TUFF from America Online is the only book that shows you the best that America Online has to offer Jam packed with information never before available this book offers you hundreds of incredible things you can get for your home business career kids hobbies and computer you name it No strings attached

Comprehensive DOS 5.0/6.0/6.2 with Windows 3.1 Harry L. Phillips, 1994 Part of our New Perspectives Series this text offers a case oriented problem solving approach for learning DOS 5 0 6 0 6 2 and Windows 3 1 This Comprehensive text provides a thorough technical introduction to DOS along with concise coverage of Windows 3 1 and File Manager

The National Guard Guide to Paying for Your College Education, 2007

Job Hunters' Sourcebook Amy Darga, 2002 Here is the essential updated resource job seekers need to develop a complete strategy for their job searches Alphabetically arranged by career the Sourcebook lists sources of help wanted ads employer directories employment agencies placement services electronic resources and other information sources for 206 specific careers New profiles on high profile careers such as computer and information systems manager desktop publisher and industrial production manager have been added as well Also included are helpful e mail and Web site addresses along with new information on governmental agencies and legal topics to further assist users in their searches

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Simon & Schuster Reference for Writers Lynn Quitman Troyka, Cy Strom, 2004

Peter Norton's Introduction to Computers Peter Norton, 1997-10

Career Planning Today C. Randall Powell, 1990

Microsoft Word for Windows Heather Milette Duggan, Peter Norton, 1996

Administrative Assistant's and Secretary's Handbook James Stroman, Kevin Wilson, Jennifer Wauson, 2014-06-18 The expectations and duties of the modern day administrative assistant are higher and more stressful than ever before The Administrative Assistant s and Secretary s Handbook will help professionals everywhere come out on top From managing the phones coordinating meetings and preparing presentations to planning events crafting clear business communications and deciphering legal documents administrative assistants need to be everything to everyone all the time and all with a smile They spend all day helping others but who is going to help them For office professionals seeking to improve their performance and enhance their value to employers this handbook is the definitive source of help for these true jack of all trades In The Administrative Assistant s and Secretary s Handbook you will find information on topics such as Creating graphics charts and presentations Microsoft Word Excel Outlook and Publisher Web conferencing Electronic and paper filing systems Recordkeeping Meeting planning and management Business math and much more Extensively updated with new information on Windows 8 Microsoft Office 2013 Apple OS mobile computing computer software troubleshooting data security Google Calendar Google Drive Google Docs and Microsoft Web Applications

this bestselling guide will help these unsung heroes shine in the eyes of all their coworkers *Nursing Today* JoAnn Graham Zerwekh, Jo Carol Claborn, 2006 Whether it's passing the NCLEX or surviving practice the real world can leave even the best students scared and unprepared That's why it's important that students learn the most up to date relevant information on the challenges and opportunities they will face upon graduation With new chapters a new full color design and content covering the hottest topics in nursing today students will discover that the 5th edition of this market leading issues and trends text is an easy to use source for understanding the professional skills needed for practice The NCLEX RN and the New Graduate chapter is dedicated to success on the NCLEX RN exam including valuable tips on how to prepare for and pass the exam The Employment Considerations Opportunities Resumes and Interviewing chapter combines in depth coverage on seeking employment resume writing and interviewing techniques and prepares students to find and get the job they want Updated content on effective communication and team building conflict management collective bargaining and nursing informatics Other outstanding features include lively cartoons chapter objectives and exercises boxed information and critical thinking questions to keep students focused on pertinent information Full color design highlights important information and enhances visual appeal Updated Table of Contents and streamlined organization improves the flow of material covered New chapter on Mentoring and Preceptorship provides an in depth look at strategies useful when assuming these roles in practice New chapter on Nursing Theories includes discussion on nursing theorists how nursing theory is used in practice and the future of nursing theory New chapter on Work Place Issues includes timely information on workplace advocacy the nursing shortage mandatory overtime workplace safety and bioterrorism New chapter on Quality Patient Care focuses on quality management principles and their subsequent effect on both external and internal forces and the role of the nurse in quality process improvement New chapter on Cultural Spiritual Awareness describes cultural competence and the principles of culturally competent care and how end of life issues impact nursing practice **New Accountant**, 1985 **Software Development**, 1998 *Introduction to Management Version 1.2 with Wall Street Journal Handbook Set* John R. Schermerhorn, Jr., 2001-08-30 *FoxFASE Plus Simplified* Michael Masterson, 1990 FoxBASE Mac is fast becoming the leading database management program available for the Macintosh This book offers intermediate business users a practical guide to the speedy software Illustrated

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