



# Jake Smith

A mission-oriented digital marketer with over three years' experience in driving promotional initiatives. I am an expert in online marketing, lead generation, and nurturing. I have exemplary communication and interpersonal skills and work well under pressure to achieve goals.

## Work experience

**Junior SEO Marketer** 2017 - 2019  
*Cyanca, London*

- On/off-page SEO
- Linkbuilding strategies
- Creating relevant content
- Work with online tools: Ahrefs, Google Analytics, Google Search Console, Google Adwords

**Sales Assistant** 2015 - 2016  
*Abercrombie & Fitch, London*

- Contribute sales targets
- Stock management
- Directing customers
- Organising window displays

## Education and Qualifications

**Master in Marketing** 2014 - 2019  
*University of London, London*

- Marketing Strategy
- Customer and Marketing Analytics
- Branding and Advertising

## Skills



## Courses

**Google Analytics** 2018

**Google Adwords** 2018

## Personal

### Name

Jake Smith

### Address

613 Fulham Rd  
London SW6 5UQ

### Phone number

+44 1392 444377

### Email

example@gmail.com

## Interests

Reading

Hiking

Fitness

Cooking