




JOHN DOE

Senior Account & Business Development
Manager

LOCATION

 Austin Texas

SKILLS

- Content Strategy Development
- Search Engine Optimization (SEO)
- Keyword Research & Competitive Analysis
- Google Analytics & SEMrush Reporting
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Editorial Planning & Workflow Management
- Cross-Functional Team Collaboration
- Performance Tracking & Optimization

EDUCATION

Bachelor of Science in Computer Science
XYZ University | 2015 – 2019

LANGUAGES

English: **Fluent**
Spanish: **Fluent**

WHY HE SUITS THE {{ ROLE }} POSITION.

Brings 6+ years of structured experience in content management and digital strategy environments.

Combines a technical foundation (Computer Science) with performance-driven marketing execution.

Has led content operations, editorial planning, and SEO optimization initiatives.

Demonstrates measurable growth impact through traffic, engagement, and inbound lead performance improvements.

EXPERIENCE OVERVIEW

Title	Timeline	Company
2020 – Present	Content Manager	Example Inc.
2018 – 2020	Content Assistant	Example industries

EDUCATION

Content Manager – Digital Marketing | 2020 – Present

Developed and executed SEO-driven content strategies that increased organic traffic by 42% within 12 months.

Implemented structured analytics tracking and cross-functional editorial workflows to align content performance with revenue goals.

Content Assistant – Marketing Support | 2018 – 2020

Assisted in the creation and optimization of website and blog content aligned with brand positioning and keyword strategy.

Conducted research and supported campaign initiatives that improved engagement and digital visibility metrics.