

# Tiffany Courie

Internet Marketing Specialist

✉ [tiffany.courie@gmail.com](mailto:tiffany.courie@gmail.com)

☎ (467) 132-6781

📍 12345 Congress Dr, Lansing,  
MI 48933

## Education

### Bachelor of Science in Internet Marketing at University of Michigan

Aug 2014 - May 2019

Some skills I've learned are  
SEO, PPC, web design, web  
development, and content  
marketing.

## Links

[linkedin.com/in/tiffanycourie](https://www.linkedin.com/in/tiffanycourie)

## Skills

SEO

Google Analytics

Social Media Marketing

Email Marketing

Content Marketing

Pay-Per-Click (PPC) Advertising

Conversion Rate Optimization

## Languages

English

Mandarin

## Profile

Over 3 years of experience as an Internet Marketing Specialist. Skilled in Search Engine Optimization (SEO), Google AdWords, and Social Media Marketing. Experienced in managing successful online marketing campaigns from start to finish. Achieved success in increasing organic traffic by implementing effective SEO strategies. Improved click-through rate (CTR) and conversion rate for clients' websites through targeted pay-per-click (PPC) campaigns. Generated leads and boosted sales for clients by creating engaging social media content that generated high levels of engagement

## Employment History

### Internet Marketing Specialist at Google, MI

Jun 2022 - Present

- Successfully increased website traffic by 50% through targeted SEO keywords and phrases.
- Generated 200 leads per month through PPC campaigns.
- Successfully doubled conversion rate for website visitors to subscribers.
- Created and executed social media marketing strategy that resulted in a 30% increase in brand awareness.
- Successfully launched email marketing campaign that achieved a 20% open rate and 10% click-through rate.

### Associate Internet Marketing Specialist at Bing, MI

Sep 2019 - May 2022

- Successfully increased website traffic by 20% through developing and implementing an effective SEO strategy.
- Managed the creation and execution of email marketing campaigns resulting in a 15% increase in click-through rates.
- Successfully created and launched 3 social media campaigns which generated over 100,000 impressions.
- Created and executed a paid search campaign that resulted in a 50% decrease in cost per conversion.
- Developed an effective online advertising strategy that resulted in a 10% increase in sales.

## Certificates

### Google Analytics Individual Qualification

Oct 2020

### Google AdWords Certification

Apr 2019

## Memberships

American Marketing Association

Direct Marketing Association