

Diana Berman

dianaberman287@gmail.com | Boston, MA

Experience

Fiverr/Upwork | Boston, MA

Digital Marketing Manager | 08/2019

1. **Client Consultation:** Understanding client needs, goals, and target audience.
2. **Strategy Development:** Crafting digital marketing plans encompassing SEO, content marketing, social media, PPC, email marketing, etc.
3. **Campaign Execution:** Implementing strategies across various digital platforms.
4. **Content Creation:** Developing engaging content for websites, social media, blogs, etc.
5. **Analytics and Reporting:** Monitoring campaign performance using tools like Google Analytics, providing insights, and making data-driven decisions.
6. **Client Communication:** Maintaining regular contact with clients, updating them on progress, and discussing strategies.

Skills

E-Commerce, Social Media Management, Graphic Design, Digital Marketing, Content Creation, Content Marketing, Social Media Management

Education

Harvard University | Boston, MA

Digital Marketing | 08/2020

- Currently completing courses in computer science, robotics, and statistics
- Studied and became conversational in Spanish during a semester abroad in Mexico
- Prominent coursework: Intro to Computer Science 101
- Received the Jane Doe Scholarship in 20XX