



Rufus Stewart

Digital Marketing



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ABOUT ME

I have been working in the digital marketing industry for more than nine years. I have many experiences working individually and as a team member. My principle in working is exposure because the core of digital marketing is all about how to increase the exposure of the promoted product. I am also a hard worker, strategic and result-driven person. I always keep the clients as the priority, so many of them feel comfortable working with me. Expert in various programs and tools, as well as a discipline that supports my profession as a digital marketer.



SKILL

Market analytics



Web programming



Email marketing



EXPERIENCE

Digital Marketer Intern

2012 – 2013

- Created the testing plan for Studio Shodwe's social media campaign, leading to the improvement of the ROI by 23% within two months after the template application.

Digital Marketing Manager

2013 – Now

- Designed, implemented, and optimized the new promotion campaign for Salford & Co. that increased sales from the social media platform by 300%.
- Built a robust data collection template that improves the production efficiency of Liceria & Co by 55%.



EDUCATION

Bachelor of Science in Marketing

University of Muhammad Patel

May 2007 – August 2011

GPA: 3.90

