



KIMBERLY OX

DIGITAL MARKETING SPECIALIST

Profile

I am a digital marketing professional who focuses on creative and analytical strategies to target specific audiences and earn the best possible return on investment from various paid marketing platforms.

EXPERIENCE

DIGITAL MARKETING SPECIALIST

Oxford Media & Marketing

2023-Present

- Manage marketing campaigns to cultivate brand awareness & drive website traffic & keep up with trends
- Develop marketing content & material for websites & social media
- Engage with target audiences & boost reach with strategic ad placements

PPC SPECIALIST/ACCOUNT MANAGER

Strategic Marketing, Inc.

2022-2024


- Establish strong client relationships
- Support ongoing management of clients' PPC campaigns: writing ad copy, posting image ads, setting up A/B tests, bid optimization, budget management, targeting, & reporting
- Perform keyword research & competitive analysis for PPC projects

CONTENT CREATOR/BRAND MANAGER

TheOxMama/Tuesday June

2014 - 2022

- Created content with SEO keywords drawn from Google Analytics
- Customized brand message to reach & capture target audience interest and drive engagement.
- Created and managed social media campaigns to increase sales

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EDUCATION

BACHELORS IN PSYCHOLOGY & HUMAN DEVELOPMENT

Warner Pacific University

2009-2013

MASTERS IN FAMILY SCIENCE

Concordia University, St. Paul

2019-2020

SKILLS

- PPC/SEM
- SEO
- Content Creation & SMM
- Website/Logo Design
- Custom Display Ads
- Strong Communication Skills
- Project Management Tools
- Performance Max Campaigns