TAJKIA ZAMAN

DIGITAL MARKETING SPECIALIST

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Detail-oriented Digital Marketing Expert with proven experience across multiple industries. Skilled in developing and executing digital strategies that enhance brand visibility and optimize conversion rates. Proficient in HTML5, CSS, Google Ads, HubSpot, and social media management, with strong graphic design capabilities.

EXPERIENCE

Vogt RV Centers

Digital Marketing Expert
February 2024 – Present

- **Website Redevelopment & Traffic Optimization:** Led the completion of a stalled HubSpot website project, implementing Vue.js, HTML, CSS, JavaScript, and HubL. Resulted in a functional inventory module that boosted traffic and reduced bounce rates.
- **Landing Page Optimization:** Created targeted landing pages aligned with user journeys, enhancing conversions and supporting sales initiatives.
- **CRM Integration & Data Reporting:** Connected legacy systems with HubSpot to streamline sales tracking and analytics, equipping teams with actionable insights for data-driven marketing strategies.

RealManage

Social Media Marketing Specialist
March 2023 – February 2024

- **Brand Consolidation & Digital Strategy:** Unified multiple brands under a single, cohesive website, creating HubSpot landing pages tailored to each audience segment.
- **Reputation Management & Engagement:** Developed content strategies and social media campaigns that improved engagement and managed brand reputation across multiple platforms.

Callbox Storage / Gozova

Sr. Online Marketing Specialist
May 2022 – December 2022

- **Full Website Development & SEO:** Built the Gozova website in WordPress, optimizing on-page SEO through SEMrush research and increasing domain authority.
- **Content & Tracking Updates:** Enhanced WordPress pages for Callbox, improved SEO, and implemented tracking via Google Analytics to drive engagement and optimize performance.

EDUCATION

ART INSTITUTE OF DALLAS
BACHELOR OF FINE ARTS, WEB AND GRAPHIC DESIGN, 2018

SKILLS

- **Web Technologies:** WordPress, HTML5, CSS, JavaScript, Vue.js, GraphQL, HubL (HubSpot)
- **Digital Marketing:** Google Ads, SEO, SEM, Social Media Marketing, HubSpot CRM
- **Creative Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Canva
- **Analytics & Reporting:** Google Analytics, Social Media Analytics, GTM, Google Search Console
- **Email Marketing:** MailChimp, Constant Contact, HubSpot, HTML Email