

DRAE WARREN

MARKETING SPECIALIST

Experienced digital marketing specialist with a proven track record in social media management, branding, SEO, and strategic planning. Seeking an opportunity to further enhance digital marketing skills within a collaborative team environment that nurtures continuous learning and professional growth.

PROFESSIONAL EXPERIENCES

Digital Marketing Specialist

2021-2022

Adarsh Australia, Perth, WA

- Executed effective awareness and lead generation campaigns using Google and Meta ad platforms and maintained an average CTR of 6%, above the industry standard of 5.17% through optimising SEO Keywords and effectively segmenting potential leads.
- Created and executed effective SEO plans, enhancing website visibility and generating substantial organic traffic growth. Achieved top ranking for competitive keyword phrases, resulting in a 70% increase in organic traffic across four company websites.
- Integrated Google Analytics and Google Tag Manager into corporate websites, identifying and tracking 200+ Marketing Qualified Leads (MQLs) monthly, resulting in a 15% increase in lead conversion rates.

Marketing Assistant Internship

2020-2021

The Comfortable Home Project, Perth, WA

- Collaborated with a cross-functional team to devise a comprehensive marketing strategy, crafting compelling short-form and long-form content that effectively educated prospective home buyers on the advantages of passive solar energy.
- Drove website traffic and raised brand awareness by proactively engaging with local environmentalist and homeowner podcasts, resulting in increased visibility and interest among target audiences.
- Developed an SEO-optimised website, incorporating data collection add-ons, Google Analytics, and Google Tag Manager to enhance user experience and gather valuable insights for strategic decision-making.

Marketing Consultant Internship

2021-2021

Practera BOA Experience, Perth, WA

- Provided a detailed report on how to align marketing and accounts to define strategic opportunities and priorities for marketing spend to maximise campaign reach.
- Collaborated closely with the CEO to propose impactful marketing campaigns that bolstered brand visibility, fostered customer engagement, and generated valuable leads, while providing seamless integration support.
- Conducted in-depth research utilising data from third-party sources, synthesising key project insights, and presenting compelling findings to internal and external stakeholders within a tight two-week timeframe, culminating in actionable recommendations aligned with project objectives.

CONTACT

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EDUCATION

Bachelor in Marketing

2019 -2022

University of Western Australia, Perth

Concentrations: Strategic Marketing, Digital Marketing, Leadership

GPA: 6.0 / 7.0

CERTIFICATIONS

- Google Analytics 4 - 2024
- Google Ads - 2024
- Local SEO, LinkedIn- 2022
- SEO Link Building, LinkedIn - 2022
- B2B Marketing, LinkedIn - 2022
- Advertising on LinkedIn - 2022

PROFESSIONAL SKILLS

- Campaign management to drive brand awareness and customer acquisition.
- Marketing analytics to gain insights and optimise strategies through use of user data.
- Strategic marketing to develop and execute plans for campaign success.
- SEO content creation to improve search rankings with optimised content.
- Social media management to build brand presence and engage audiences.
- Meta ad management to maximize advertising impact with targeted campaigns.
- Chinese language skills to bring connection with Chinese consumers