



ESTELLE DARCY

Digital Marketing Expert

LANGUAGE SKILL

| | |
|-----------|-------|
| ENGLISH | ★★★★★ |
| INDONESIA | ★★★ |
| SPANISH | ★★★★ |

KEY SKILLS

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Content Marketing
- Email Marketing
- Rimberio Analytics & AdWords
- Marketing Automation
- Conversion Rate Optimization (CRO)

PROFESSIONAL AFFILIATIONS

- Member, Rimberio Marketing Association (RMA)
- Member, Digital Marketing Association (DMA)

PROFESSIONAL SUMMARY

Results-driven Digital Marketer with over 5 years of experience in developing and executing successful online marketing campaigns. Proven ability to drive brand awareness, increase customer engagement, and boost sales through innovative digital strategies. Adept at utilizing analytics to refine campaigns and achieve business goals.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist •

Borcelle Marketing Agency | January 2021 – Present

Digital Marketing Coordinator •

Borcelle Tech Solutions | June 2018 – December 2020

Marketing Intern •

Borcelle Media Group | June 2017 – May 2018

EDUCATION

(2010 – 2014) Larana, Inc. University •

Digital Marketing Study Field

(2006 – 2009) Public High School 1 Salford & Co. •

Science Field of Study

CERTIFICATIONS

- Rimberio Analytics Certified •
- Rimberio AdWords Certified •
- Rimberio Content Marketing Certification •
- Borcelle Blueprint Certification •

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