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| Sarah Smith | | |
| Summary  Results-driven content creator with over 5 years of experience in crafting compelling narratives across various platforms. Proven track record of increasing audience engagement and brand loyalty through innovative content strategies.  Work Experience  **Content Creator Mar 2021 – Present**  Creative Solutions New York, NY   * Developed and executed a content strategy that increased web traffic by 50% year-over-year. * Produced videos and graphics that enhanced social media engagement, resulting in a 25% increase in followers.   **Digital Content Specialist Jan 2019 – Feb 2021**  Innovate Media New York, NY   * Created and managed a content calendar, leading to timely and relevant content publication. * Collaborated with cross-functional teams to align content with marketing initiatives, boosting campaign effectiveness.   Education Bachelor of Arts: Journalism Jan 2018 *New York University**New York, NY*  certifications   * HubSpot Content Marketing Certification – HubSpot – 2021 | Contact  (456) 789-0123  sarah.smith@example.com  New York, NY 10001  Skills  Content Strategy  Video Production  Copywriting  SEO Optimization  Social Media Advertising  Email Marketing  Brand Development  Data Analysis  Public Relations  Project Management |