

Evelyn C Page

Marketing professional with international experience in digital strategy, content creation, and brand development. Proven track record of driving measurable growth through SEO, campaign management, and cross-platform content production.

EXPERIENCE

The Council, Washington DC — *Marketing & Graphic Design*

August 2024 - PRESENT

Optimized website ranking, visibility organic traffic by 300% with SEO improvements. Designed print and digital assets ensuring a cohesive brand image across different channels. Built and managed the social media strategy, including content planning and scheduling.

HCLM Health, Frankfurt, Germany — *Marketing Manager*

August 2023 - August 2024

Created and executed advertising campaigns for nutritional supplements. Managing strategic product launches and refined marketing strategies based on performance analysis and market trends

ECS Media, Ludwigshafen, Germany — *Founder*

August 2022 - July 2024

Founded and ran ECS Media, a marketing company specializing in social media strategy, video ad creation, and paid campaigns. Collaborated with over 50 brands including Amazon, Waterdrop, and Neotaste boosting brand visibility, engagement, and conversions.

Digital Change Management, Ludwigshafen, Germany — *Intern*

August 2022 - July 2024

Introduced new tools within Salesforce and CPQ to make company processes faster and more efficient. Worked with teams around the world to support digital changes and gave presentations to explain and promote new systems.

Colonia, Stealth Mode Startup Berlin, Germany — *Working Student*

January 2022 - August 2022

Created and managed social media strategies using tools like Figma, Canva, and ad platforms like Facebook and LinkedIn to generate leads. Improved website traffic and visibility by optimizing SEO and paid ads through WordPress and HubSpot

EDUCATION

University of Ludwigshafen, Germany — *Bachelor of Arts Marketing*

Dean's List | Bachelor Thesis: Brand Image Comparison for Dietary Supplements

Clarkson University, Semester Abroad

GPA: 3.9 | Courses in consumer behavior, psychology and innovation.

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SKILLS

SEO & Web Optimization

Strategic Marketing & Campaigns

Content Creation & Brand

Communication

Social Media Strategy

LANGUAGES

English

German

Russian

French (Basic Knowledge)