

SimpleCVBuilder

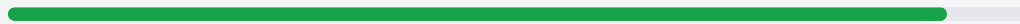
ATS Compatibility Report

Resume: Digital Marketing Manager - Growth Focus

Generated: 11/17/2025, 10:48:35 AM

Overall Score

92/100



Keyword Analysis

Score: 88/100

✓ Matched Keywords

Digital Marketing, SEO, SEM, Content Marketing, Email Marketing, Social Media Marketing, Google Ads, Google Analytics, HubSpot, Salesforce, SEMrush, Ahrefs, Copywriting, Adobe Creative Suite, Figma...

✗ Missing Keywords

Project Management, Team Leadership, Strategic Planning

Formatting Analysis

Score: 95/100

✓ No formatting issues detected

Content Quality

Score: 90/100

Issues Found:

Example: Instead of 'Managed marketing budget of \$2.5M across paid advertising, content, SEO, and marketing automation', write 'Oversaw a \$2.5M marketing budget, strategically allocating funds across paid advertising, content, SEO, and marketing automation to maximize ROI and achieve a 180% increase in qualified leads.'

Content Length

Score: 90/100

Recommendations

Consider adding more project management and leadership-focused keywords to highlight your experience in leading teams and managing large-scale projects. For example, instead of 'Led team of 6 marketers', write 'Led cross-functional team of 6 marketers in strategic planning and execution of digital marketing campaigns, ensuring project milestones were met on time and within budget.'

Incorporate strategic planning into your achievements to showcase your ability to drive long-term business goals. For example, instead of 'Developed and executed comprehensive digital marketing strategy', write 'Spearheaded the development and execution of a comprehensive digital marketing strategy, aligning with long-term business objectives to generate a 180% increase in qualified leads.'