

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

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Experience

Marketing Intern - Company / Location

April 2022 – Present

- Create answer models to efficiently respond to messages on all of the company's social media platforms including Facebook, Twitter, Instagram, Pinterest, and TikTok.
- Work closely with clients to thoroughly understand product positioning and marketing expectations, which led to maintaining a client satisfaction rate of 95+ percent.
- Assisted in composing and launching an online newsletter and mailing list of prospects in 15+ countries as a strategy to upscale the company's international reach.
- Participate in developing new ideas for posts to increase engagement and deliver content relevant to topics selected by clients across various industries.
- Oversee the company's online profiles across 6+ social media platforms including Apple Podcasts and Clubhouse.

Social Media Assistant - Company / Location

February 2020 – March 2021

- Managed the organization's online presence on Instagram, Facebook, LinkedIn, Twitter, and other social media platforms.
- Generated engaging posts for various social media platforms to drive traffic and attract an average of 90+ new followers per day.
- Produced at least 25 social media posts per week across multiple platforms and maintained a regular posting schedule.
- Increased engagement on Facebook by 52 percent and Instagram following by 57 percent within 5 months.
- Collaborated with 5+ inventory planners and 4+ direct material purchasers to coordinate inbound inventory operations and logistics.

Project Experience

- Developed an ad campaign for a local animal shelter on social media platforms, including Instagram and Tiktok, which reduced the cost per lead by 40 percent.
- Helped family-owned stores boost their online search presence by increasing organic traffic from an average of 30 to approximately 30,000 users per month.

Education

2020

Bachelor's degree in Marketing Management - University of Pennsylvania

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Social media expert: Instagram, Facebook, TikTok, Pinterest, LinkedIn, Twitter Clubhouse
- Communication and teamwork
- Project and account management
- Retail Marketing
- Google SEO and Analytics

Licenses & Accreditations

Licenses Licenses & Accreditations

- Digital Marketing Tools and Techniques (Coursera)
- The Strategy of Content Marketing, University of California (Coursera)