

# NAME

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

## Profile

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## Experience

### Marketing Coordinator - Company / Location

October 2020 – Present

- Designed and carried out social media and email marketing strategies including list-building, campaign-building, content creation, and A/B testing.
- Launched and managed 30+ social media accounts on Facebook, Instagram, and Twitter from the ground up; increased followers of a high-profile client from 0 to 3,200 on Instagram within 4 months.
- Used Google Analytics to monitor weekly growth to determine the return on investment, viewer engagement, and conversion rates for refining future campaigns and lead generation.
- Reviewed and formulated a marketing budget using Salesforce for 12+ annual organization events and trade shows.
- Implemented a new system of ordering marketing materials for larger accounts, cut down shipment waiting period by 30 percent and purchase costs by 27 percent.

### Junior Marketing Coordinator - Company / Location

January 2017 – September 2020

- Organized student visits to promote better awareness of the different job opportunities within the industry; managed social media campaigns and planned daily programs.
- Created new content regularly and optimized posting frequency to improve connection with the audience; successfully increased social media followers on Facebook, Instagram, LinkedIn, and Twitter by an average of 45 percent.
- Developed and managed email communications and campaigns regarding various announcements for current clients, potential customers, and industry professionals.
- Led the analytics and reporting of marketing strategies metrics and tracked positive growth patterns per week to determine the return on investment.
- Negotiated, confirmed, and directed all marketing invoices and orders, managing a budget valued up to \$80 thousand.

### Project Experience

- Carried out new content creation techniques for a local shelter's website, which increased the number of returning volunteers and donors by 37 percent.
- Collaborated with the tech department to build an automated system for marketing services and procedures, which slashed expenses by 42 percent.

## Education

### Bachelor's Degree in Marketing - Long Island University

2016

- GPA: LIST
- AWARD
- AWARD

### DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Data analysis, strategic planning
- Social media management
- Photoshop and InDesign
- Google Analytics, Salesforce
- Interpersonal and communication skills

## Licenses & Accreditations

### Licenses Licenses & Accreditations

- Professional Certified Marketer (PCM)
- Inbound Marketing Certification
- Six Sigma Green Belt
- Project Management Professional (PMP)