

NAME

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

Profile

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Experience

Marketing Intern - Company / Location

March 2022 – Present

- Analyzed company website performance based on data collected after monitoring web traffic, and recommended SEO-oriented strategies to optimize content and boost brand image.
- Monitored and participated in marketing team meetings to brainstorm ideas for new ads, slogans, and marketing outlets for a rebranding project.
- Collaborated with the marketing director in designing and managing promotional company outings and events.
- Increased followership across Instagram, Facebook, and Twitter by 135 percent by scheduling effective publishing times and creating high-quality content.
- Collected data metrics for KPIs and demonstrated them in weekly presentations for the marketing department.

Advertising Intern- Company / Location

August 2020 – February 2022

- Met with clients to discuss overall marketing goals, return on investment expectations, target audience, and vision for the company image.
- Assisted account leaders with creating email campaigns and reaching out to potential clients, leading to prosperous opportunities.
- Created new client accounts by visiting on-site locations to deliver sales calls, as well as via cold calling.
- Participated in composing social media campaigns for new product lines with the outside marketing team.
- Prepared personalized profiles for each organization partner and company client to boost awareness of in-house and customer relationships.

Project Experience

- Built a marketing strategy for a local startup, including social media presence and client outreach campaigns, which contributed to a brand growth of 78 percent within 5 months.
- Developed project management and product marketing content for online training of prospects in 20+ countries around the world.

Education

Bachelor's in Advertising and Public Relations - University of West Virginia

2020

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Microsoft Office Suite
- Customer relationship management
- Weebly Web Creation Tool
- Event preparation and budgets
- Communication and interpersonal skills

Licenses & Accreditations

Licenses Licenses & Accreditations

- Facebook's Blueprint Certification
- HubSpot Content Marketing Certification
- Google Analytics Certification