

# NAME

TITLE

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

## Profile

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## Experience

### Homemaker - Company / Location

MONTH YEAR - Present

- Managed a budget of \$50,000 annually to provide for two children and two adults
- Oversaw four distinct schedules of activities
- Provided educational and engaging activities for two children over eight years
- Created a Buy Nothing group to help local moms source baby supplies at no cost
- Volunteered at the local library to lead toddler storytime for neighborhood parents

### Marketing Manager - Company / Location

MONTH YEAR – MONTH YEAR

- Created six ad campaigns for a national retail brand that each increased sales by 25%
- Redesigned logo and brand identity to better engage with consumers, resulting in a revenue increase of \$100,000 in the first quarter
- Expanded marketing scope to include electronic billboards, postcard mailings, and email newsletters
- Issued and analyzed marketing questionnaires, getting results from over 10,000 clients
- Presented analysis to the CEO to help shape a new marketing approach

### Project Experience

- Helped train local mothers to read aloud at their neighborhood libraries
- Assisted in sourcing baby supplies to save mothers an estimated \$500 per child
- Oversaw three marketing interns per semester as manager

## Education

### Bachelor of Arts in Marketing - City University

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

### DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Communication
- Data analysis
- Microsoft Office
- Organization
- Teamwork

## Licenses & Accreditations

### Licenses & Accreditations

- Digital Marketing Institute's [Professional Certificate in Digital Marketing](#)
- Digital Marketing Certification from [OMCP](#)