

JOHN DOE

Anywhere, PA XXXXX | john678doe@gmail.com | xxx-xxx-xxxx

ENTRY-LEVEL MARKETING SPECIALIST

Ambitious recent graduate (2021) in Business Management with experience in marketing, sales, leadership, business development, and focusing on digital marketing strategies, campaigns, and brand awareness seeking an entry-level position in marketing.

- Excellent leadership qualities to initiate platforms, marketing campaigns, and build relationships.
- Promotes products, services, and brand awareness with excellent customer service skills and attention to detail.
- Works cohesively on teams to develop, plan, and execute marketing programs for targeted clients.
- Creates high-quality effective marketing campaigns and marketing collateral including promotional videos.
- Produces original content for campaigns, videos, flyers, websites, and other marketing media.
- Prioritizes tasks while staying focused on several projects simultaneously in a fast-paced environment.
- **Technology Snapshot:** MS Office (Word, Excel, PowerPoint, Outlook), Adobe Photoshop, Graphic Design, and more.

CORE SKILLS

Project Management, Strategic Planning, Customer Service, Team Leader, Promotions, Detail-Oriented, Creative Thinker, Cross-Functional Skills, Brand Awareness, Business Development, Content Creation, Written & Verbal Skills, Product Marketing, Time Management, Social Media, Videos & Flyers, Website Development & Maintenance

EDUCATION

Bachelor of Arts, Business Management, Sports Management, Grand Canyon University, Phoenix, AZ; 2021

RELATIVE ACADEMIC COURSES

Strategic Management, Fundamentals of Communication, Social Problems, Financial Management, Organizational Change and Development, Sports Law, Introduction to Management, Business Statistics

SELECTED ACHIEVEMENTS

- Grew LinkedIn followers 600% from 200 to 1200 followers with no budget, ads or paid marketing tools; 2020.
- Produced more than 10 YouTube videos showcasing automation technologies and company capabilities; 2019 – 2020
- Launched first ever ecommerce web store for employer; 2019
- Launched and Co-Founded a Webstore for sports clothing, 2018.

RELATED EXPERIENCE

Co-Founder / Owner, Brand Name Sports Clothing, Anywhere, CA

January 2018 - Present

- Successfully established a retail website and created a brand name for store.
- Manages business development, sales, and marketing for website.
- Produces brand logos and marketing graphics utilizing Adobe Photoshop.
- Promotes brand identity and products on various social media platforms to generate revenue.
- Builds relationships with partners, suppliers, and customers.
- Prepares monthly reports including business and marketing plans.

Digital Marketing Specialist, ABC Company, Anywhere, CA

April 2019 – September 2020

- **Furloughed due to economic impact of COVID-19. Relocated to California.**
- Collaborated with sales teams to plan and develop targeted marketing campaigns across four (4) states.
- Developed and implemented at least two (2) campaigns per month to promote brand, new products, and more.
- Created content and all marketing collateral for four (4) states including flyers, infographs, and more.
- Increased brand awareness by preparing and producing 10+ YouTube videos.
- Launched company website and introduced an efficient workflow process for order processing.
- Reviewed and evaluated all marketing campaigns to determine strengths and weaknesses.
- Developed high-quality marketing content for all marketing campaigns.
- Assisted in organizing and promoting customer-facing events and training workshops.

Digital Marketing Director, XYZ Intramural Sports for Kids, Anywhere, PA

8/2018 – 3/2019

- Board of Directors Member creating high-quality marketing content for brand awareness and fundraising.