

# John Doe

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## OBJECTIVE

Seeking a marketing internship that uses my educational background, creativity, and interpersonal relations.

## EDUCATION

**University of Louisville**  
Bachelor of Business Administration  
*Concentration- Marketing*

Louisville, KY  
Currently Attending  
GPA 3.76

**Jefferson Community and Technical College**  
Associate of Science

Louisville, KY  
May 2023

## CERTIFICATIONS

Hootsuite, *Social Marketing Certification*

04/2022

Meta Blueprint, *Social Media Marketing Professional Certification*

05/2022

## SKILLS & ABILITIES

- Excellent understanding of all major social media and blogging platforms for marketing products.
- Skilled in conducting market research and able to develop reports on quantitative and qualitative data.
- Possesses strong project management skills with an ability to provide creative solutions to complex problems.
- An excellent communicator with strong written, verbal, and presentation skills.
- Experience using software packages, including Photoshop, Illustrator, InDesign, Dreamweaver, Canva, and Microsoft Office.

## RELATED PROFESSIONAL EXPERIENCE

### Louisville Zoo

Louisville, KY

*Social Media Volunteer Coordinator*

03/2022 - Present

- Assist, develop, and maintain social and online content that attracts attention and generates interest in visiting the zoo and purchasing an annual membership.
- Develop social media content calendar and utilize Facebook and Twitter to alert followers of calendar updates.
- Find and edit eye-catching images and graphics to include on the zoo's social media platforms.
- Work with analytics dashboards to identify gaps in social media participation.

### Yelp

Louisville, KY

*Marketing Intern*

1/2020 - 03/2022

- Assisted in developing, organizing, and attending events that promote new restaurants and businesses in the Louisville area.
- Co-managed the social media platforms and sent out weekly updates.
- Researched and wrote a report on best practices utilized by Yelp in other cities and presented findings to local team members.

## ADDITIONAL WORK EXPERIENCE

### UPS

Louisville, KY

*Package Handler*

08/2021 - Present

- Organize packages into cannisters pay close attention to detail, confirm all materials are moved into respective locations and are moved to the next step in the transportation process.
- Promote and adhere to organizational safety protocols, including local, state, and federal policies.

## COMMUNITY ENGAGEMENT & ACCOMPLISHMENTS

**Student Marketing Association, Member**

08/2023 - Present

**Beta Theta Pi, Activities Chair and General Member**

08/2023 - Present

**Metropolitan College, Participant**

08/2021 - Present