

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 <i>Concentration- Marketing</i>	Louisville, KY Currently Attending GPA 3.76
Jefferson Community and Technical College Associate of Science	Louisville, KY May 2023

CERTIFICATIONS

Hootsuite, <i>Social Marketing Certification</i>	04/2022
Meta Blueprint, <i>Social Media Marketing Professional Certification</i>	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 <i>Social Media Volunteer Coordinator</i>	Louisville, KY 03/2022 - Present
<ul style="list-style-type: none">• 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 <i>Marketing Intern</i>	Louisville, KY 01/2020 - 03/2022
<ul style="list-style-type: none">• 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 <i>Package Handler</i>	Louisville, KY 08/2021 - Present
<ul style="list-style-type: none">• 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