

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, Marketing

Louisville, KY
Presently Attending

Jefferson Community and Technical College
Associate of Science

Louisville, KY
12/2015

SUMMARY OF SKILLS

- 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.
- Able to use various software packages, including Photoshop, Illustrator, InDesign, Dreamweaver, and Microsoft Office.
- 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.

RELATED PROFESSIONAL EXPERIENCE

Louisville Zoo
Social Media Volunteer Coordinator

Louisville, KY
7/2016-Present

- 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
Marketing Intern

Louisville, KY
8/2015 to 5/2016

- 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.

WORK EXPERIENCE

UPS
Package Handler

Louisville, KY
8/2014 to Present

HONORS AND ACTIVITIES

- **Student Marketing Association**, Member, 2016-Present
- **Beta Theta Pi**, Activities Chair, 2016-Present
- **Dean's List Recipient**, Spring 2016
- **JCTC Academic Team**, Member, 2014-2015