

FIRST LAST NAME

EXPERIENCE

Terakeet

20XX - present

Digital Content Specialist

- Produce content for various online outlets including blogs, websites, and social media to support customer deliverables
- Revise, edit and proofread creative content
- Analyze content for consistency and adherence to style and brand standards
- Use SEO and analytics reporting tools to aid in content strategy

Pinckney Hugo Group

20XX - 20XX

Junior Content Marketer

- Strategized, communicated and coordinated with vendors to optimize digital content
- Managed correspondences with vendors
- Strived to constantly refine and improve creative output
- Monitored and reported on campaign metrics to maximize effectiveness and drive ROI

Office of Events & Conferences - College Name

20XX - 20XX

Social Media Intern

- Assisted with advertising and promotional activities including social media, email, web design and print materials
- Utilized Adobe Creative Suite - InDesign, Illustrator & Photoshop
- Improved search engine performance, attracted users to website and increased traffic by 30%
- Analyzed data to identify trends and adjusted campaigns



Add photo

CONTACT

 Phone

 Email

 Website/Blog/etc.

EDUCATION

20XX - 20XX

St. Bonaventure University

M.A. Communication

Concentration: Content Marketing

20XX - 20XX

College Name

B.A. Communication

magna cum laude

SKILLSET/ CERTIFICATES

- Digital & Social Media Marketing
- SEO/SEM
- Wix/Squarespace
- Basic HTML
- Adobe Photoshop/Illustrator
- Google Analytics/Ads Certified
- Content Marketing Certified
- Hubspot Email Marketing Certified