

John Smith

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SUMMARY

Progressive marketing and social media marketing experience. Expertise on Branding, problem solving, cost & time containment, and budgeting.

EDUCATION

University of Georgia

BA Human Resources, BA Marketing with minor in Mathematics - GPA: 3.69

Aug '00 – May '14

EXPERIENCE

Barclays Bank, Marketing Manager

Atlanta, GA

May '18-Present

- Assist with sales presentations, write proposals and contracts. Conduct seminars for local business leaders on the benefits of online and new media marketing and advertising.
- Develop and implemented customer service training concepts and policies.
- Work closely with online development team to research and design new online products and customer-driven contests.
- Design sales and marketing collateral and user documentation for print and online sales teams.
- Manage email sends and newsletters, increasing brand awareness and client email database.

L'Oreal, Public Relations Intern

Atlanta, GA

Dec '18 – May '18

- Conduct research related to fashion, apparel, and accessories to help generate new pitch angles for up to 7 clients including Clarks, Shoshanna, ALALA, Parachute, and Ringly.
- Merchandise sample closet for maximum organization and efficiency by planning and executing sample trafficking, send-outs and returns to approximately 15 outlets including Cosmopolitan.
- Draft email pitches, media appointment lists, media lists, inventory spreadsheets, and press clippings.
- Produce and prepare monthly review of products' recent exposure and share with public relations team and executive leadership.

Johnson & Johnson, Social Media Marketing Intern

Atlanta, GA

Dec '11 - March '12

- Launch and grew four social media communities; engagement growth 40% higher than the average.
- Design editorial content strategy; curate and segment editorial content to increase engagement and channel growth. Collaborate across teams to identify content.
- Deliver social media monitoring and effectiveness reports for senior management.
- Create YouTube videos to engage database developers and startup community, leading to a 400% increase in views.
- Develop and execute social media, editorial calendar, SEO, and paid search strategy for Better Choice, a marketing campaign targeted towards Oracle.
- Generate marketing qualified leads leading to \$600K in closed deals.
- Partner with sales to deliver account intelligence, launch field readiness trainings, craft sales playbooks, and establish multiple online communities.

INVOLVEMENT

At University of Georgia, I developed and implemented a sales and marketing strategy, and cultivated and built business relationships with industry leaders. I also devised pricing strategies for mock business cases.

SKILLS

Google Analytics • Google Adwords • SEO • STATA • Tableau • Python • WordPress • HTML/CSS