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|  |  | **MARKETING** | | | | | | 4397 Aaron Smith Dr., Boston, MA 02137 •  (617) 555 5555 •  youremail@email.com •  linkedin.com/in/firstname-lastname • | |  |  |
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|  | **SUMMARY** | |  | | | | | | | | |
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|  | An organized and creative professional with proven marketing skills and a desire to learn more. Possess 6+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, and web-based advertising. Looking to utilize my existing skill set to increase company profitability at [Company Name]. | | | | | | | | | | |
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|  | **PROFESSIONAL EXPERIENCE** | | | |  | | | | | | |
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|  | **CLAYDON HEELEY – Boston, MA**  *Business Consultant, September 2020–present* | | | | | | | | | | |
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|  | * Assisted clients with business plan, purchase, branding, advertising, remodeling, and marketing, increasing monthly sales from $8,000 to $25,000 in 10 months * Increased followers on social media by 150% on average, resulting in $47,000 in increased online sales through a significant improvement in brand awareness * Initiated a series of marketing campaigns including email, print, digital, outdoor, and social media * Crafted concept and content for journal ads, direct mail campaigns, and blogs | | | | | | | | | | |
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|  | **THE BOSTON HERALD – Boston, MA**  *Associate Publisher, June 2017–September 2019* | | | | | | | | | | |
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|  | * Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8% * Implemented efficiency and cost-saving programs that reworked the editorial, production, and sales processes for three magazines, increasing profitability by 10% on average * Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence * Discovered, negotiated, and secured new relationships with local organizations, resulting in the launch of five new publications whose profitability increased by between 10%–20% annually | | | | | | | | | | |
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|  | **EDUCATION** | | |  | |  | **ADDITIONAL SKILLS** | |  | | |
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|  | **WATFORD ART SCHOOL – Chicago, IL**  *Bachelor of Arts in Art & Design, 2017*  Graduated *magna cum laude* | | | | |  | * Adobe Creative Suite * Google Analytics * Webmaster Tools * Social Media Marketing * Stata/Atlas * Asana/Jira | | | | |
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