MARKETING

4397 Aaron Smith Dr., Boston, MA 02137 •

(617) 555 5555 •

youremail@email.com •

linkedin.com/in/firstname-lastname •

SUMMARY

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].

PROFESSIONAL EXPERIENCE

CLAYDON HEELEY – Boston, MA
Business Consultant, September 2020–present

- 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

THE BOSTON HERALD – Boston, MA
Associate Publisher, June 2017–September 2019

- 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

EDUCATION

WATFORD ART SCHOOL – Chicago, IL
Bachelor of Arts in Art & Design, 2017
Graduated *magna cum laude*

ADDITIONAL SKILLS

- Adobe Creative Suite
- Google Analytics
- Webmaster Tools
- Social Media Marketing
- Stata/Atlas
- Asana/Jira