|  |
| --- |
| **MARKETING ASSISTANT** |
|  |
|  |
|  |
|

|  |  |
| --- | --- |
| **CONTACT** |  |
|  |
|  |  |
| (212) 367-1142 |  |
| your.email@gmail.com |  |
| 637 Silverado Blvd, Chicago, IL 60622 |  |
| linkedin.com/in/profile |  |
|  |
| **EDUCATION** |  |
|  |
|  |  |
| **May 2018****Bachelor Of Marketing**,*New York University**Graduated 3.8 GPA**Member of American Marketing Association* |
|  |
| **KEY SKILLS** |  |
|  |
|  |  |
| Hootsuite |
| Adobe Photoshop |
| Mailchimp |
| SEMrush |
| Creativity |
| Bilingual: Spanish & English |

 |  |  |

|  |  |
| --- | --- |
|  | **PROFILE** |
|  |
|  | Marketing Assistant with 3+ years of experience conducting in-depth market research and creating distinguished marketing campaigns. Recognized for my ability to produce high-quality content and use digital marketing initiatives to increase rankings, conversion, and click-through rates. Aiming to use my expertise to fill the marketing assistant position at ABC Corp. |
|  | **PROFESSIONAL EXPERIENCE** |
|  |
|  | **June 2020 – Present** **Marketing Assistant***Barker Marketing / New York, NY** Assisted the marketing manager in creating an international marketing campaign airing in ten countries and requiring translation into six different languages for Domino’s Pizza
* Increased engagement across First Bank’s social media accounts by 40% through a user-generated content campaign
* Conducted keyword research in order to identify high-volume keywords to target, negative keywords to avoid, and an analysis of competitor’s keyword rankings
* Facilitated a successful rebrand campaign focused on refreshing and repositioning a client’s brand
* Created a personalized and targeted email campaign for Carrie’s Shoes resulting in a 35% increase in click-through rates
 |
| **June 2018 – May 2020** **Marketing Assistant***City Marketing / New York, NY* * Produced reports providing in-depth analysis of current market share distributions and projected market share acquisition for potential new clients
* Conducted market validation research through the administration of an in-person survey of 1,000 participants
* Increased conversion rates by 10% on a client’s web-based service offering through SEO/SEM campaigns
* Boosted Google SERP rankings for clients through the creation of informative, high-quality organic content for company blogs, websites, and social media accounts
 |

 |