|  |  |  |  |
| --- | --- | --- | --- |
| **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 | |