



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