

EXPERIENCED RESUME

Firstname Lastname

Location, TN (123) 123-4567 Firstname.lastname@email.com

Summary

Marketing professional with over 5 years in developing and implementing campaigns for businesses. Experienced in print, digital, and social media platforms.

Skills

Adobe Creative Suite	Social Media Marketing	Hootsuite
Google Analytics	Problem Solving	Research

Experience

The Branding Company Chattanooga, TN 2016 – Present

Marketing Specialist

- Developed and implemented marketing campaigns including print, digital, and social media to promote brand awareness
- Increased followers on social media platforms Facebook and Instagram by 50% in less than 6 months; managed content through Hootsuite
- Created weekly e-newsletter and promotional print flyers to increase website visits by 20%
- Utilized Google Analytics to monitor site traffic

The Wedding Venue Knoxville, TN 2015 – 2016

Marketing Intern

- Managed and posted on social media sites for venue including Twitter, Instagram, and Facebook
- Created and administered online survey to over 500 participants to identify sites with best return on investment
- Developed marketing campaign to launch rebranding that included redesigning landing page and partnering with local vendors to create an open house prior to wedding season
- Assisted in leading events at venue including weddings and retreats

The Museum Martin, TN Summers 2014 – 2015

Summer Assistant

- Recruited campers by participating in Summer Camp Fairs city-wide
- Assisted in creating camp brochures using Photoshop
- Captured camp memories using photography, posted content on social media pages

Education

University of Tennessee Southern Pulaski, TN May 2016

Bachelor of Arts in Communication

Concentration in Social Media