

# ALLISON CREGG

## Marketing Intern

allison@isp.com

206-555-5555

Renton, WA

# Highly motivated and creative Marketing Intern with a passion for creating eye-catching campaigns to build brand awareness.

### Skills

- Communication Skills
- Social Media
- Email Marketing
- Analysis & Reporting
- Marketing Strategy
- Branding
- Ad Campaigns
- Adobe Photoshop
- Digital Marketing
- SEO
- Collaboration
- Microsoft PowerPoint

### Employment History

#### Marketing Intern at Kelly's Books, Seattle, WA

March 2023 – June 2023

- Refined contact lists, edited copy, and analyzed metrics to increase email open rates.
- Collaborated with marketing specialists to write web copy using SEO best practices.
- Maintained Instagram, Facebook, and Twitter social media accounts.
- Gained experience in marketing automation using Marketo.

### Education

#### Bachelor of Science in Marketing, University of Puget Sound, Tacoma, WA

September 2019 – June 2023

Courses: Marketing Management, Strategic Marketing, Innovation, Integrated Marketing Communications, Digital Marketing, Marketing Analytics, Consumer Behavior  
Honors: Magna Cum Laude, Department Honors, Dean's List  
Affiliation: Mu Kappa Tau National Marketing Honor Society  
Activities: Student Government, Digital Marketing Club

### Languages

- English
- French
- Spanish

### Certifications

Email Marketing Certified, HubSpot Academy  
Social Media Certified, HubSpot Academy  
Digital Marketing Certified, HubSpot Academy  
The Fundamentals of Digital Marketing, Google Digital Garage