

Digital Marketing Intern

ROBERT SMITH

Phone: (123) 456 78 99
Email: info@qwikresume.com
Website: www.qwikresume.com
LinkedIn:
linkedin.com/qwikresume
Address: 1737 Marshville Road,
Alabama.

Objective

To secure a position that will enable me to use strong organizational, supervisory skills and educational background to re-enter this field.

Skills

Microsoft Office Suite, Adobe Photoshop, Apple Final Cut Pro, Keynote Presentation, Secretary.

Work Experience

Digital Marketing Intern

RELAPSE RECORDS - April 2014 - 2019

- Help the Digital marketing team set up fan engagement campaigns, including Band Q&As, CTA campaigns, contests, giveaways, etc.
- Monitor social networks for opportunities as well as threats and violations.
- Research ways to attract more followers/fans, increase fan engagement, and the latest trends and developments in social media and digital marketing.
- Manage and maintain a list of tour dates and publish them on social media/ticket sites including Bandsintown, Songkick and Last.fm.
- Create newsletters/articles for important announcements on the Relapse website.
- Generated content calendar for Getfuseds personal social media channels and develop marketing strategies for clients social media channels Managed Getfuseds clients content through the companys content management system.
- Assisted with social media plans/schedules and running campaigns, tracked analytics and created reports.

Digital Marketing Intern

ABC Corporation - 2011 - 2014

- Responsible for Conceptualizing and driving digital campaigns to acquire and engage relevant Target Group.
- Brand development, web site traffic growth, Branding.
- Developed brand strategy and statistics systems.
- Worked on wall branding and media promotion, Media Relations and Analysis for the company.
- Collaborate with creative & content team on idea generation, branding, website improvement and go-to market plans.
- Responsible for end to end development and execution of marketing campaigns for various support teams.
- Preparing Storyboard, handling direction & post production for domain and technology specific films..

Education

Bachelor of Science in Communications - (Ohio University - Athens, OH)