

# Robert Smith

## Digital Marketing Intern I

### PERSONAL STATEMENT

Exploration has been a large part of studies and in interning. Communication and Communication Design, gaining technical skills in layout and designing and applying them to fashion related projects.

### WORK EXPERIENCE

#### **Digital Marketing Intern I**

**ABC Corporation - May 2016 - September 2016**

##### *Responsibilities:*

- Developed consistency and normalcy in company metrics through marketing dashboards.
- Analyzed data from Google Analytics and our Social Media platforms (Facebook, Twitter) leading to optimizing marketing campaigns.
- Utilized paid media, promotions, partnerships, pop-up tools, and sweepstakes to acquire 80k NTF to our email list.
- Worked with a \$10-20k marketing budget to execute paid ads on Facebook, Twitter, and AdWords.
- Helped deliver a \$125 CPA (50% ROI) with an \$18 CPA through Facebook.
- Handled copywriting for paid ads in Adwords, Facebook, Instagram, and Twitter.
- Implemented templates for data collection Generated insights and actionable recommendations based on digital performance to support strategy and media planning.

#### **Digital Marketing Intern**

**ABC Corporation - 2013 - 2016**

##### *Responsibilities:*

- The company was a startup that specialized in lead generation software, such as autodialers, autoresponders, email newsletter clients, etc..
- Was requested to create marketing campaigns using Facebook, Twitter, Youtube, whatever means necessary to get Voicents software products out there.
- Helped create the vendor pages on eBay & Amazon and give the company a new social media presence.
- During my time, I used Adobe Creative Suite, Sony Vegas, and the companys own software to create digital media.
- In addition to these responsibilities, I had to manage the companys web design, shipping software to the customers, give tech support, and do sales calls.
- Produced various tutorial and promotional content for Voicent using Adobe Premiere and Sony Vegas..
- This is Dummy Description data, Replace with job description relevant to your current role.

### **CONTACT DETAILS**

1737 Marshville Road,  
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[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Talent Recruitment,  
Social Media/  
Community  
Management, Paid Social  
Media.

### **LANGUAGES**

English (Native)  
French (Professional)  
Spanish (Professional)

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

Reference - 1 (Company  
Name)  
Reference - 2 (Company  
Name)

## Education

Certification in Digital Marketing - 2016(General Assembly - New York, NY)