

Digital Marketing Intern

ROBERT SMITH

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Objective

As a dedicated student and active participant in numerous organizations, plan to obtain a job where can use training in Public Relations and Speech Communications.

Skills

Facebook Insights, Google Analytics, Drupal, Wordpress, MailChimp, Word, PowerPoint, Excel, Outlook, Photoshop, Illustrator, InDesign, Acrobat, HTML, CSS, AP Style, Social Media, Search Engine Optimization.

Work Experience

Digital Marketing Intern

ABC Corporation - September 2016 - December 2016

- Developed and maintained marketing strategies to meet Imparalis objectives.
- Developed a marketing plan detailing the years activities.
- Wrote and published weekly posts on Imparalis WordPress blog.
- Updated various social media daily, including Facebook, Twitter and Instagram.
- Worked on Imparalis brand management with new campaigns.
- Organized photo shoots with models and photographers.
- Drafted press releases for upcoming events.

Digital Marketing Intern

ABC Corporation - 2012 - 2016

- Managed all public relations matters regarding sponsorships, food sampling, and tabling events.
- Designed and implemented all Indianapolis advertising through Adobe Illustrator software that is used in social media campaigns, blogs, and distribution.
- Administered all advertising campaigns, organic post and data analysis from all Indianapolis social media accounts for Facebook, Twitter, and Instagram.
- Utilizing such tools as Hootsuite, Google AdWords and Google Trends to sustain effective position in the food delivery market.
- Increased Facebook fan base 45% from 121-175, Instagram followers from 0 to 40 and Twitter followers from 0 to 38 in 2-month span by engaging with the community and creating/delivering valuable evergreen/promotional content..
- This is Dummy Description data, Replace with job description relevant to your current role.
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Education

Bachelor of Science in Communication - 2011(Florida Institute of Technology - Melbourne, FL)