

Objective

Professional with 3 years of work experience, spanning over Market research, Consumer behavior, Social Media Research & Marketing, Search Engine Optimization, and Client Development.

Skills

Digital Marketing, Social Media, Marketing Research, Web Analytics, Ecommerce.

Work Experience

Digital Marketing Intern/Supervisor

ABC Corporation - June 2013 – August 2013

- Used Google Analytics to extract web traffic data for analysis and reporting.
- Provided summaries of key metrics, including engagements (page views per visit, average time on site, etc), traffic sources, click-through rates and conversion rates using Excel.
- Used PowerPoint to prepare summaries and make recommendations to clients, including where to position products on client home page and where to increase ads, banners, coupons, and sweepstakes - all to drive traffic and brand awareness.
- Supported clients in the food/beverage, transportation, higher education, and cosmetic industries.
- Utilized Google AdWords to determine keywords used in search engines.
- Extracted data showing click through rates, conversion rates and cost per lead.
- Created ad headlines and descriptions for marketing campaigns based on web user search criteria.

Digital Marketing Intern

ABC Corporation - 2010 – 2013

- Selected to construct a marketing plan and put it into effect.
- Responsible for overseeing the branding of the company including a website, social networks, and E-mail lists.
- Used Analytics tools to track the progress which included a 107% increase of Account Views on Yelp.
- 50+ unique visitors, and 2 new clients within the first month of website being up.
- My success rate for email campaigns was 94.3% for the three campaigns I sent out.
- During my time there I identified and solved their preexisting issue of being able to draw in new clients and keep up with existing clients via the internet..
- This is Dummy Description data, Replace with job description relevant to your current role.

Education

B.A. in Communication Studies - (University of Iowa - Iowa City, IA)