

Tailored Resume

****Ben****

📍 New York, NY | ✉️ ben123@email.com | ☎️ (123) 456-7890 | 🔗 linkedin.com/in/ben123

Professional Summary

Results-driven ****Marketing Coordinator**** with 2+ years of experience in digital marketing, social media management, and campaign analytics. Skilled in content creation, SEO, and data-driven strategies to boost brand engagement.

Key Skills

- ✓ Social Media Marketing (LinkedIn, Instagram, Twitter)
- ✓ Content Creation (Canva, Adobe Creative Suite)
- ✓ Email Marketing (Mailchimp) & CRM (HubSpot)
- ✓ Google Analytics & Meta Ads Manager
- ✓ SEO & Blog Writing

Professional Experience

****Marketing Assistant**** | ABC Digital Agency – NYC | *2022–Present*

- Managed 5+ social media accounts, increasing followers by ****40%**** in 6 months.
- Designed ****30+ graphics**** and wrote blog posts, improving website traffic by ****25%****.
- Assisted in email campaigns (Mailchimp), achieving a ****22% open rate****.
- Tracked KPIs using Google Analytics and presented insights to the team.

****Marketing Intern**** | BrightStar Communications – NYC | *Summer 2021*

- Supported campaign launches, including scheduling posts and analyzing engagement.
- Researched industry trends to optimize content strategy.
- Collaborated with designers to create promotional materials.

Education

Bachelor of Arts in Marketing

New York University | *Graduated 2022*

Certifications

- Google Analytics Certified (2023)
- HubSpot Content Marketing Certification (2022)

Projects

- Launched a TikTok campaign for a local business, gaining **10K+ views** in a month.
- Redesigned company newsletter, increasing click-through rates by **15%**.