

Jordan Morales

Business Major — Marketing Concentration

jordan.morales@email.com | (555) 234-5678 | linkedin.com/in/jordanmm

Education

B.S. Business Administration, City College (Expected May 2025)

GPA: 3.60, Dean's List

Relevant Coursework, Marketing Analytics, Consumer Behavior, Digital Marketing, Statistics ()

Experience

Marketing Intern — BrightAds Inc. | Jun 2024 - Aug 2024

- Managed ~\$8,000 monthly paid social budget across Facebook and Google Ads; optimized bids and creatives to raise CTR 14%.
- Designed A/B tests and created dashboards in Google Data Studio to shorten reporting time by ~60%.
- Presented weekly insights to stakeholders and translated results into actionable creative recommendations.

Social Media Coordinator — Campus Solutions | Sep 2023 - May 2024

- Planned content calendar and produced copy & assets for 3 platforms; increased follower engagement by 28%.
- Ran influencer outreach pilots that generated a 12% lift in event signups.

Market Research Assistant — City College Business Lab | Jan 2023 - Dec 2023

- Conducted competitor and pricing analyses for local retailers; prepared presentations and recommendations adopted by 2 clients.
- Built survey instruments and cleaned 1,200+ responses for sentiment analysis.

Events Intern — Student Activities Office | Sep 2022 - May 2023

- Coordinated logistics for campus events with 200+ attendees; managed vendor communications and post-event reporting.

Projects

Market Segmentation Analysis — Excel, Python (pandas)

- Clustered customer data and identified 4 high-value segments; recommended targeted campaigns with projected 8% revenue uplift.

Campus Brand Audit — SurveyMonkey, Slides

- Surveyed 300+ students, analyzed sentiment, and proposed messaging changes adopted by student leadership.

Paid Search Campaign (Course) — Google Ads, Data Studio

- Built and optimized a simulated paid search funnel; measured ROAS and presented strategy recommendations.

Activities & Awards

VP — Marketing Club • Volunteer — Food Bank Outreach • Certificate — Google Analytics Individual Qualification

Skills

Google Analytics, Excel, SQL (basic), HubSpot, SEO, Content Strategy, A/B Testing, Data Studio, Google Ads