

SASHA WAGNER

DIGITAL MARKETING ANALYST

CONTACT

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Saint Paul, MN 
[LinkedIn](#) 

EDUCATION

B.S. in Marketing
University of St. Thomas
August 2018 - May 2022
(anticipated)
Saint Paul, MN
GPA: 3.65

RELEVANT COURSES

Intro to Marketing
Marketing Research
Consumer Behavior
SalesForce Management
Electronic Commerce
Advertising and Sales
Promotion
Principles of Selling

SKILLS

Salesforce
Microsoft Excel, Word,
Powerpoint
Paid acquisition (Facebook,
Google, LinkedIn, Instagram,
retargeting)
Google Analytics
SEO

CAREER OBJECTIVE

Soon-to-be marketing graduate (2022) with a passion for developing scalable acquisition strategies through paid advertising and SEO. I have experience creating and improving campaigns in the context of a big team, and I worked independently to help local organizations start and grow user acquisition, skills that will positively impact strategic development and execution at Pacsun.

WORK EXPERIENCE

Digital Marketing Analyst Intern

Marketing Science Associates

April 2021 - current / Saint Paul, MN

- Created A/B testing plan for Facebook ad copy, leading to an improvement in ROI of 18%
- Built key reports for executive team around KPIs, such as marketing spend, new leads, revenue generated, and ROI
- Oversaw the creation of the blog for SEO purposes, which grew from 500 to 5,000 monthly organic visitors
- Interviewed clients to understand their product positioning to incorporate into ad copy, resulting in client satisfaction of 96%
- Designed weekly email campaigns to target potential subscribers, increasing subscriptions by 12%
- Gathered data and insights, and discussed trends with team of 3 other interns and 4 analysts to set new goals

PROJECTS

Local SEO boost

- Helped local boutiques grow their online presence, boosting their organic search traffic by an average of 60%
- Instructed clients in best SEO practices to see an average increase in sales from online channels of \$2.5K per month after implementation

Paid ads for animal shelter

- Partnered with local animal shelter to build a paid advertising campaign on Facebook and Instagram, resulting in a reduction in cost per lead of 53%
- Iterated on ad copy, placement, and images to ultimately improve conversion rate by 134%