

Jennifer Chen

jennifer.chen@email.com · 206-555-9087 · Seattle, WA 98101

EDUCATION

University of Washington, Seattle, WA
Bachelor of Arts in Marketing, Minor in Data Analytics, GPA: 3.6 June 2023

WORK EXPERIENCE

Digital Marketing Coordinator July 2023 – Present
TechVision Solutions, Seattle, WA
• Manage social media strategy across platforms, growing followers by 145% in 12 months
• Create and optimize paid campaigns with \$25,000 monthly budget, achieving 4.2:1 ROAS
• Develop content including blogs, emails, and videos driving 6.8% engagement rate
• Conduct A/B testing on landing pages improving conversion rates by 34% year-over-year
• Analyze performance using Google Analytics and HubSpot, presenting monthly reports to leadership

Marketing Intern January 2023 – June 2023
Cascade Coffee Company, Bellevue, WA
• Assisted in seasonal product launch reaching 50,000+ customers via email and social media
• Created visual content achieving 12% average engagement rate on Instagram and Facebook
• Supported influencer partnerships with 15 local micro-influencers

LEADERSHIP EXPERIENCE

Vice President of Communications September 2021 – June 2023
American Marketing Association - UW Chapter
• Led communications for 200-member organization managing website, newsletter, and social media
• Organized 6 workshops featuring executives from Amazon, Microsoft, and Starbucks
• Increased event attendance by 67% through strategic promotion

CERTIFICATIONS & SKILLS

- Tools: Google Analytics 4, Google Ads, Meta Business Suite, HubSpot, Mailchimp, SEMrush
- Design: Adobe Creative Suite, Canva, Figma
- Skills: SEO/SEM, email marketing, content marketing, social media, paid advertising
- Certifications: Google Analytics, HubSpot Content Marketing, Meta Blueprint Certified