

**Jane Smith**

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654-3210

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**Summary**

Dynamic marketing specialist with over 3 years of experience in digital marketing and brand management. Proven track record of increasing online engagement and driving sales through effective campaigns.

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**Education Bachelor of Arts in Marketing**

City University, Metropolis, IL Graduated:  
May 2020

□ GPA: 3.6/4.0

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**Skills**

- Digital Marketing: SEO, SEM, PPC
- Content Creation: Blogs, Social Media, Email Campaigns
- Analytics: Google Analytics, HubSpot
- Software: Adobe Creative Suite, Hootsuite, Mailchimp

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**Experience Marketing Coordinator**

Creative Solutions Agency, Metropolis, IL  
September 2020 – Present

- Developed and executed digital marketing campaigns that increased website traffic by 40%.
- Analyzed market trends to identify opportunities for growth.

**Intern, Marketing Department**

Global Corp, Metropolis, IL  
May 2019 – August 2019

□ Assisted in the creation of content for social media and company newsletters. Supported  
□the marketing team in organizing promotional events.

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### **Professional Development**

- Digital Marketing Bootcamp, Metropolis, IL
- Google Analytics Certification