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| **Contact Info** alexsiminoff@gmail.com [alexsiminoff.com](http://alexsiminoff.com/) 609-578-2156 **Education** **The University of Akron** Bachelor of Business Administration*Integrated Marketing Communications & Marketing Management**Entrepreneurship Minor*• Graduation Date: May 2019 • Cumulative GPA: 3.43/4.00 **Skills**  • Certified in Google Analytics, AdWords, Mobile Websites, and Bing Ads • Experience working in Tableau, Adobe Photoshop, WordPress, and Canva • Knowledgeable in HTML, CSS, JavaScript, and SQL **Projects**  • Impulse, Head of Marketing and Growth  *-Social networking app*  • J&A Tech, Co-Founder *-Create and launch websites (for clients) and build apps* | |  | | --- | | Alex Siminoff |  **Experience****Analytics Intern** •Hitchcock, Flemings and AssociatesSeptember 2018 – Current • Akron, OHMarketing Analytics • Strategic Plan Development • Data Analyst • Strategy  * Leverage marketing analytics and data to make recommendations on campaign strategies and tactics to 4-7 clients * Analyze traditional and digital campaign metrics to determine if KPI’s were met and determine the ROI for 3-5   **Product Marketing Intern, Groups** •LinkedIn  June 2018 – August 2018 • Sunnyvale, CA Market Research •Go-To Market Strategy • Copywriting • Product Growth   * Identified 4 ways spam effects members and influenced better performance by 15% through qualitative and quantitative analysis * Developed 5 data-driven recommendations to drive product growth and user engagement and presented it to * Wrote in-app copy within a screenshot for the new Groups launch which was featured on TechCrunch and AdWeek   **Paid Media Intern** •Fathom (Digital Marketing Agency)  March 2018 – May 2018 • Cleveland, OH  Campaign Management • Digital Advertising • Client Management   * Created, analyzed, and optimized Google AdWords and Bing campaigns for 4-7 clients a week * Conducted keyword research and developed ad copy for 7 clients, including Stanford Health Care and OhioHealth  **Digital Marketing Intern** •RPM International Inc. May 2017 - November 2017 • Medina, OH  Content Creation • Marketing Automation • Social Media • Blogging  * Grew the Mohawk brand’s Instagram by 104%, Facebook by 65%, and Twitter by 41% * Created content to post 6-7 days a week across Twitter, Facebook, and Instagram and wrote blog posts on Mohawk’s website |