

CANDACE CHEN

123 Your Street,
San Francisco, CA 12345
candacechen@example.com
{123} 456-7890

EDUCATION

Bachelor of Arts (B.A.) Marketing

University of San Francisco,
San Francisco, CA
September 2017 - May 2021
GPA: 3.8

KEY SKILLS

- Digital Marketing
- Social Media Campaigns
- Brand Awareness
- Marketing Research
- Copywriting
- HootSuite

A Digital Marketing Specialist with entry-level experience specializing in social media marketing, campaign strategy, brand consistency, and email marketing. A strong history of establishing brand voices for Facebook, Twitter, and Instagram social media channels to improve engagement and grow audiences.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Atelia Clothing Inc., San Francisco, CA | May 2021 - Present

- Oversee social media accounts for a boutique clothing startup, analyze KPIs and campaign performance, and identify strategies to refine brand voice and connect with target audiences, resulting in a 50% increase in engagement
- Grow followership by 40% on Twitter, 55% on Instagram, and 80% on Facebook by scheduling posts during high peak traffic using HootSuite
- Coordinate with the marketing team to evaluate customer responses and create marketing materials in support of new clothing lines for the brand
- Craft marketing copy for social media posts and email marketing campaigns

ACADEMIC EXPERIENCE

Social Media Intern

University of San Francisco, San Francisco, CA | May 2020-May 2021

- Supported the university marketing department in creating social media posts for current events and university functions to drive student engagement
- Provided recommendations to improve social media outreach for underrepresented groups and increase inclusion and cultural awareness