

SARAH JOHNSON

Marketing Coordinator

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SUMMARY

Marketing professional with 3 years of experience. Good at social media, email campaigns, and event planning. Looking to grow my skills in digital marketing.

SKILLS

- Social media (Instagram, Facebook, Twitter)
- Email marketing
- Basic graphic design
- Event coordination
- Customer relationship management
- Microsoft Office

WORK EXPERIENCE

MARKETING COORDINATOR

Bright Ideas Marketing, Chicago, IL

June 2022 - Present

- Run social media accounts that grew followers by 45%
- Write and send weekly email newsletters to 5,000+ subscribers
- Help plan and run 3 major client events each year
- Make simple graphics for social media posts using Canva
- Track campaign results and share reports with the team

MARKETING ASSISTANT

Local Retail Shop, Chicago, IL

January 2021 - May 2022

- Helped create in-store displays and promotions
- Posted daily on the store's social media accounts
- Assisted with customer loyalty program
- Took photos of products for the website
- Helped at community events to promote the store

INTERN

City Magazine, Chicago, IL

May 2020 - August 2020

- Helped with fact-checking articles
- Updated social media accounts
- Attended local events for coverage
- Assisted with basic administrative tasks

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS

Illinois State University

2016 - 2020

GPA: 3.4/4.0

CERTIFICATIONS

- Hootsuite Social Media Marketing
- Google Analytics Certification

LANGUAGES

- English (Native)
- French (Basic)