

BAILEE BUTTERS

Assistant Marketing Manager

✉ bbutters@email.com

☎ (123) 456-7890

📍 Savannah, GA

🌐 linkedin.com/in/bailee-butters

WORK EXPERIENCE

Marketing Assistant

Orbit Recruit

📅 June 2020 - current 📍 Savannah, GA

- Collaborated with marketing manager, 4 internal teams, 50+ clients, and 20+ partners on marketing strategies
- Assisted in identifying 100+ marketing trends and key opportunities for innovation and optimization, driving customer conversions by 40%
- Learned and worked with 11 types of design software for digital marketing
- Worked with 30+ sales and marketing department members
- Created 300+ marketing materials such as white papers, case studies, and presentations
- Maintained 4 marketing databases

Marketing and Social Media Intern

MLU Services Inc

📅 January 2020 - June 2020 📍 Athens, GA

- Designed style, layout, and features for 5+ company websites
- Collaborated with marketing team to develop and apply social media strategy
- Produced 13 email campaigns and 10 new print marketing advertisements

Lawn Specialist

The Ground Guys of Athens

📅 June 2017 - September 2019 📍 Athens, GA

- Operated a variety of edgers, commercial mowers, blowers, dump trailers, chainsaws, line trimmers, and tillers
- Performed 1,000+ mulch applications, plantings, top soil applications, and lawn seeding projects
- Addressed 300+ clients' questions, comments, and concerns
- Worked with team lead to ensure sufficient resource and material availability
- Administered chemicals under the direction of a licensed applicator using all required protective equipment
- Assisted with 300+ equipment maintenance and repairs

EDUCATION

Bachelor of Arts

Marketing

University of Georgia

📅 September 2016 - June 2020

📍 Athens, GA

SKILLS

Leadership

Attention to Detail

HTML/CSS

Administration

Written and Oral Communication

Microsoft Word, Excel, Outlook

Salesforce

ActiveCampaign

Email Campaigning

Campaign/Email AB Testing

SEO

SMO