

## Contact Information



[Your Name]



[Your Phone Number]



[Your Email Address]



[Your LinkedIn Profile URL (optional)]

## Summary

Highly motivated and enthusiastic recent graduate with a strong foundation in marketing principles and a passion for leveraging digital tools to drive impactful campaigns. Seeking an entry-level opportunity to contribute to Tapestry's mission of supporting mission-driven organizations through innovative marketing strategies. Eager to learn, grow, and make a meaningful contribution to the social impact sector.

## Education



**Bachelor of Arts (BA) in Communications and Media Studies**, [University Name], [City, Province], [Year of Graduation]

## Experience



**Marketing Intern** | [Previous Company Name - Ideally, a company with a social impact focus or a company known for its strong social responsibility initiatives] | [City, Province] | [Dates of Internship]



Assisted in the development and implementation of social media marketing strategies, **resulting in a 10% increase in follower engagement** and a **5% rise in website traffic**.



Created engaging and informative content for various social media platforms, including Facebook, Instagram, and Twitter.



Conducted research on industry trends and competitor analysis to inform marketing initiatives.

○

Gained experience in using social media analytics tools to track campaign performance and measure results.

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**Volunteer Social Media Manager** | [Student Club or Non-profit Organization] | [City, Province] | [Dates of Involvement]

○

Managed the social media accounts for [organization name], creating and posting content to promote events, initiatives, and fundraising efforts.

○

Grew the organization's social media following and increased engagement through creative content strategies.

### **Skills**

●

**Social Media Marketing**

●

**Content Creation (written, visual, video)**

●

**Digital Marketing Fundamentals (SEO, email marketing)**

●

**Community Management**

●

**Social Media Analytics**

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**Strong Written and Verbal Communication Skills**

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**Proficient in Microsoft Office Suite**

●

**Experience with Design Software (Canva, Adobe Spark)**

●

### **Quick Learner, Adaptable, and Team-Oriented**



### **Passion for Social Impact and Community Development**

#### **Projects**



**[Name of Project]:** [Brief description of a relevant academic or personal project that showcases your marketing skills. This could be a marketing plan, a social media campaign, or a website you created.]

#### **Awards and Recognition**



[List any relevant awards, scholarships, or honors received during your academic career]

#### **References**



Available upon request.