

SUMMARY

Enthusiastic and driven Digital Marketing Intern, committed to leveraging HTML skills and data analytics to enhance digital campaign effectiveness. Eager to apply advanced knowledge of CRM systems and data-driven strategies to contribute to successful marketing initiatives.

EXPERIENCE

Freelance Digital Content Creator

Self-Employed      01/2024 - 05/2024      Remote

- Developed and deployed 10+ email marketing campaigns using HTML and CSS, achieving a 15% increase in click-through rate over six months.
- Designed and built five custom landing pages for special marketing projects, improving user engagement by 30% as measured by time on page.
- Conducted detailed analysis of campaign data to optimize digital strategies, increasing lead generation by 20% quarter over quarter
- Created and maintained a database of 500+ prospects using Salesforce, ensuring accurate and timely updates.

Data Analyst Volunteer

Tech For Good      06/2024 - 12/2024      Remote

- Analyzed user interaction data from website and social media, providing actionable insights to enhance digital content reach.
- Assisted in developing segmented lists for targeted email campaigns, contributing to a 10% growth in campaign effectiveness.
- Used Excel to perform complex data analysis, including the creation of pivot tables to report findings to stakeholders.

VOLUNTEERING

Data Analyst

DataKind      03/2024 - Present

Contributed to projects that leverage data science to improve social good initiatives.

- Analyzed demographic data to help NGOs target their services more effectively.
- Created visualizations to represent the impact of fundraising campaigns.

EDUCATION

Bachelor of Science in Digital Marketing

New York University      01/2021 - 01/2025      New York, NY

PASSIONS

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Digital Innovations  
Passionate about exploring new technologies in digital marketing and how they can be leveraged to drive business success.

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Data Visualization  
Enthusiastic about transforming complex data sets into understandable and actionable visual graphics.

KEY ACHIEVEMENTS

⚡

Increased Campaign Effectiveness  
Designed email templates that increased user engagement by 30%, significantly enhancing campaign performance.

✓

Optimized Data Management  
Led a data standardization project that reduced errors by 25%, enhancing overall data quality for marketing efforts.

✓

Enhanced Lead Generation  
Implemented new digital analysis techniques that boosted lead generation results by 20% in one quarter.

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Improved User Interaction Insights  
Provided critical insights that helped reshape digital marketing strategies

SKILLS

HTML Coding

Salesforce CRM

Data Analysis

MS Excel

Digital Campaign Management

Project Management

CERTIFICATION

Advanced HTML Techniques

A comprehensive course on modern HTML practices and responsive design techniques provided by Codecademy.

Salesforce Fundamentals

An in-depth exploration of Salesforce CRM tools and applications, focusing on data management and customer engagement strategies.

LANGUAGES

English      Native ●●●●●