

123 YOUR STREET
YOUR CITY, ST 12345
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John Doe

PROFESSIONAL SUMMARY

Creative and results-driven marketing professional with experience in social media marketing, content creation, and visual design. Skilled in using analytics to boost engagement and improve conversion rates. Strong background in customer service, branding, and digital content development.

CORE SKILLS & COMPETENCIES

Social Media Marketing

- Created and published 10+ original posts for a local café, resulting in a **10% increase in social media traffic**.
- Skilled in managing Instagram and Facebook business pages.
- Proficient in VSCO and iMovie for image and video editing.

Creative Design & Branding

- Updated logos and advertisement designs for local businesses.
- Received the **"Creative Culture"** award from the Institute of Contemporary Art.
- Completed certified training in ceramics and printmaking.

Data Analysis & Campaign Performance

- Used analytics tools to track social media performance and refine content strategies.
- Measured engagement rates and adapted content accordingly.

Customer Service & Communication

- Interacted with 100+ customers per shift, building strong communication skills.
- Collaborated with teams to execute daily operations smoothly.

WORK EXPERIENCE

Marketing Assistant (Intern)

Local Agency | July 2023 – Present

- Planned and scheduled social media content across Instagram and Facebook.
- Designed promotional visuals and contributed to brand identity creation for multiple small clients.
- Conducted engagement and competitor analysis using basic analytics tools.

Food Service Employee

Local Café | January 2019 – July 2023

- Delivered excellent service to 100+ customers daily.
- Managed and updated the café's social media accounts, creating engaging posts.
- Helped improve the café's online presence through consistent branding and design updates.

EDUCATION

MBA in Marketing, Delhi University

Delhi University | 2017 – 2019

Bachelor of Commerce (B.Com), Delhi University

Delhi University | 2014 – 2017

KEY SKILLS

- Digital Marketing
- Search Engine Optimization (SEO)
- Google Ads & PPC
- Social Media Marketing
- Email Campaign Management
- Analytics (Google Analytics, SEMrush)
- Content Strategy
- Team Leadership

CERTIFICATIONS

- Google Ads Certification – Google
- SEO Specialization – Coursera (University of California, Davis)