

123 YOUR STREET
YOUR CITY, ST 12345
(123) 456-7890
john.doe@example.com

John Doe

PROFESSIONAL SUMMARY

Creative and results-driven marketing professional with hands-on experience in social media marketing, content creation, and visual design. Skilled at using data to drive engagement and increase conversion. Strong background in customer service and creative arts, with a flair for developing engaging online content and branding strategies.

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 ad designs for local businesses.
- Recognized with the "Creative Culture" award by 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)

July 2023 – Present

- Assisted with planning and scheduling social media content across platforms.
- Designed promotional visuals and helped develop brand identities for small clients.
- Conducted engagement and competitor analysis using basic analytics tools.

Food Service Employee

January 2019 – July 2023

- Delivered excellent service to over 100 customers daily.
- Took initiative to manage and update the café's social media accounts.
- Designed engaging posts and improved the café's online presence.

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)