Marketing Assistant Resume Sample

(000)-000-0000 | your@email.com | 123 Your Address, City, State, Zip Code

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**CAREER OBJECTIVE**

Action-oriented marketing specialist with three years of experience in digital and event marketing. Seeking a position at Visionary Marketing Solutions where I can use my SEO, SEM, and event planning skills to deliver results and provide solutions. I completed an internship at Mt. Everest Software and have a B.A. in Marketing.

**PROFESSIONAL EXPERIENCE**

INDEPENDENT CREDIT UNION, Palm Springs, CA February 2016 - Present

Digital Marketing Coordinator

* Develop and execute SEO/SEM campaigns, leading to a 20% increase in sales
* Oversee all social media and content marketing for Independent Credit Union marketing campaigns, promotions, and blogs for customers
* Manage and report on the performance of key digital marketing and direct response campaigns
* Assess competitors, trends, and web traffic analytics, identify over 100 high-volume keywords to target
* Trained three new members of the marketing department and currently manage a team of four in acquiring new leads
* Collaborated with two internal departments to follow the trends and demands of target markets such as first-time homebuyers and auto finance

SUNRISE PICTURES, Culver City, CA January 2015 – January 2016

Event Marketing Specialist

* Planned and helped host five screenings, world premieres, and special events per month
* Created a Twitter-based promotion campaign for the grand opening of Sunrise Pictures Theater, which led to 90% capacity on opening night
* Assisted customer service, merchandising and product departments to incorporate social media tactics such as live videos and geotags on Instagram
* Communicated with third-party vendors to process production orders within deadlines
* Participated in weekly department and team meetings, suggested and implemented the highly successful idea of creating videos for social media campaigns

**EDUCATION**

Bachelor of Arts in Marketing, THE COLLEGE OF WILLIAM & MARY Williamsburg, VA May 2014

Graduated Magna Cum Laude | Member of the Phi Beta Kappa Society

**ADDITIONAL SKILLS**

* Proficient in marketing software programs such as Salesforce and Hootsuite
* Mastery in CMS platforms WordPress and Drupal
* Experienced in analytic tools such as SEMrush, Ahrefs, and Google Analytics