

Sample Student

Palatine, IL 60067

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E-MARKETING SPECIALIST

EDUCATION

Harper College, Palatine, IL

Associate in Applied Science, Business Administration Degree – E-Marketing May 20xx

GPA: 3.95 / 4.0

Kappa Beta Delta

Relevant Coursework

Strategic Writing for a Digital World

Principles of Management

Internet Marketing

Principles of Marketing

Consumer Buying Behavior

Web Foundations

SKILLS

Microsoft Office: Word, Excel, PowerPoint

Knowledge of social media platforms – LinkedIn, Facebook, Twitter, Instagram

Adobe InDesign and Photoshop

RELATED EXPERIENCE

Marketing Intern

Errand Company, Chicago, IL

May 20xx to August 20xx

- Assisted marketing department with branding and designing print material using Adobe Creative Suite programs to update branding of company
- Updated website content for multiple hospital and corporation websites
- Researched information about local events, community activities and businesses in Chicago area and worked on team to develop new ways to promote events
- Participated in creating new posts and updates for current clients on Facebook, Twitter, Instagram and LinkedIn for targeted e-marketing campaigns

WORK EXPERIENCE

Sales Associate

Macy's, Schaumburg, IL

September 20xx to Present

- Greet customers and determine their needs and work closely to fulfill needs
- Answer customer's questions regarding store and merchandise and explain use and care of merchandise
- Restock store following merchandising plan and help maintain floor displays

VOLUNTEER EXPERIENCE

SAG Youth and Family Services, Chicago, IL

June 20xx to Present

- Help maintain and manage content for website and social media with other volunteers
- Develop videos, PowerPoint and other media tools for presentations and online use based on needs of marketing and communication management team

ACTIVITIES

Harper College, Palatine, IL

Business & Entrepreneurship Club

Vice-President

August 20xx to May 20xx