

**J.P.R. Center**  
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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 Marketing
Principles of Management	Consumer Buying Behavior
Internet Marketing	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
- 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
- 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      August 20xx to May 20xx  
Vice-President