

EMPLOYEE OF THE MONTH

January 2018

*Barker Marketing*

Adobe Photoshop / InDesign

Hootsuite / MailChimp / HubSpot

* Produced reports providing in-depth analysis of current market share distributions and projected market share acquisition for potential new clients
* Conducted market validation research through the administration of an in-person survey of 1,000 participants
* Boosted Google rankings for clients through the creation of informative, high-quality organic content for company blogs, websites, and social media accounts
* Increased conversion rates by 10% on a client’s web-based service offering through SEO/SEM campaigns
* Assist the Marketing Manager in the creation of an international marketing campaign airing in ten countries and requiring translation into six different languages for Domino’s Pizza
* Increased engagement across First Bank’s social media accounts by 40% through a user-generated content campaign
* Conduct keyword research in order to identify high-volume keywords to target, negative keywords to avoid, and an analysis of competitor’s keyword rankings
* Created a personalized and targeted email campaign for Carrie’s Shoes, resulting in a 35% increase in click-through rates

MARKETING ASSISTANT  
*City Marketing / New York, NY / 2012 - 2016*

MARKETING ASSISTANT  
*Barker Marketing / New York, NY / 2016 - Present*

Marketing Assistant with 6+ years of experience supporting Marketing Managers by conducting in-depth market research, creating distinguished marketing campaigns, and providing elite brand management services. Recognized for the ability to produce high-quality content and use digital marketing initiatives to increase rankings, conversion, and click-through rates.

professional experience

45 Winfield Dr., Charleston, SC 90764

SEMrush / Google Analytics

MARKETING ASSISTANT

from Resume Genius

123 . 456 . 789

AmeliaRoberts@gmail.com

Linkedin.com/username

contact

profile

key skills

Team Leadership

Organization and Prioritization

Problem Solving

education

B.A. MARKETING  
*New York University, New York, NY  
2015*

A.A. BUSINESS MANAGEMENT  
*New York University, New York, NY  
 2012*

awards

Dear Job Seeker,

PLEASE note that you \*must\* install the font files to make this resume template work. It’s very simple to do – **just follow the instructions in the “Read Me” file in the Zip file you downloaded this template from.**

If you’re struggling to write your resume, **don’t worry.** You’re in good company – everyone struggles with it. For a high quality resume that will land you employment, we recommend [consulting the certified experts at Resume Writer Direct](https://resumewriterdirect.com/?utm_source=Word_Doc&utm_medium=RWD_Link&utm_campaign=RG_Downloads).

Or, here’s some other content that might help you finish your resume.

* [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)
* [How to Write a Resume](https://resumegenius.com/how-to-write-a-resume?utm_source=Word_Doc&utm_medium=How_to_Write_Resume_Link&utm_campaign=RG_Downloads)
* [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)

Oh, and by the way, **you’re also going to need a cover letter.**

* [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)
* [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)
* [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)