

# YOUR NAME

## MARKETING COORDINATOR

### EXECUTIVE SUMMARY

Passionate and innovative thinker, with a track record of creating and implementing successful social media programs. In-depth understanding of tools, trends and business processes to increase company's visibility. Thrives in a fast-paced environment. Leverages linguistic knowledge (English & Spanish) to communicate with colleagues and clients.

### COMPUTER SKILLS

- Microsoft Office Suite
- CRM
- LinkedIn
- Hootsuite
- Instagram
- Pinterest
- Facebook
- Snapchat

### CORE COMPETENCIES

Customer Engagement Strategy  
Social Media  
Interpersonal Communication  
Ethics & Standard  
Branding  
Conversion  
Customer Experience  
Industry & Market Research  
Content Development  
Data Driven Marketing  
Partnership Marketing  
Lead Nurturing

### CONTACT INFORMATION

Cell: (416) 782 2893  
Email: yourname02@guelphhumber.ca  
Website: www.yourname.com  
Address: Mississauga, ON M9G 3R2

### PROFESSIONAL EXPERIENCE

#### Social Media Intern

*Sunny Side TV*

*February 2019 - December 2019*

- Optimized ROI and increased revenue growth by assessing social media marketing strategies and implementing new channels
- Increased customer engagement by developing and placing content on BuzzFeed, LinkedIn, and Instagram
- Analyzed content engagement and reach to determine future social media strategies

#### Marketing Intern

*Beacon Brokerage*

*March 2018- August 2018*

- Generated a 10% increase in the subscription list by designing an appealing and informational landing page
- built long term client relationships by developing marketing materials and sending out bi-weekly newsletter
- Gained 10 new clients by conducting cold calls and promoting company's services to prospective clients

#### Sales Associate

*Sirens*

*September 2017 - February 2018*

- Enhanced visual presentation by executing floor changes and rotating merchandise based on most recent trends
- Maximized sales and profit by up-selling new merchandise and implementing the store strategy while exceeding customer expectations
- Trained 4 retail staff to use store equipment and meet store revenue goals

### PREVIOUS EDUCATION

**University of Guelph-Humber.**  
**Toronto, ON**

**September 2016 - Present**  
**Anticipated Graduation: June 2020**

University of Guelph

- Honours Bachelor of Business Administration

Humber Institute of Technology

- Business Administration Diploma, Emphasis in Marketing

Highlighted Courses: Social Media Marketing, Event Management I & II, Professional Selling, Direct Marketing & E-Commerce

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