

Mike Marketing

Mikemarketing@clemson.edu | LinkedIn URL | 864-000-0000 | Digital Portfolio URL

EDUCATION

Clemson University - Wilbur O. and Ann Powers College of Business

Bachelor of Science in Marketing

Minor: (If applicable)

May 20xx

Clemson, SC

GPA: 3.1/4.0

Study Abroad University Name

January 20xx - May 20xx

MARKETING EXPERIENCE

Marketing Analyst Intern

Smart Net Solutions

August 20xx - December 20xx

Clemson, SC

- Performed market audits, competitor research, and SWOT analyses, identifying three key areas for expansion, leading to data-driven decision-making
- Redesigned the user registration process, increasing business sign-ups by 19% and enhancing the overall user experience
- Developed and executed targeted social media campaigns, boosting brand awareness and increasing audience engagement by 4%

Marketing Intern

Edward-Brooks

Tampa, FL

May 20xx - August 20xx

- Collaborated with event managers and cross-functional teams to oversee budgeting, logistics, and execution, ensuring seamless event operations and increasing attendee satisfaction
- Optimized video ad content and targeting strategies, increasing social media engagement by 15%

Creative Inquiry: Freshmen Marketing Project

Department of Marketing

January 20xx - May 20xx

Clemson, SC

- Created and pitched social media content strategies to the Clemson University Marketing Department, influencing digital brand initiatives
- Formulated a data-driven, real-time marketing strategy for a designated company, resulting in actionable recommendations adopted for improved engagement

OTHER EXPERIENCE

Student Employee

Clemson University Library

January 20xx - Present

Clemson, SC

- Design and produce marketing materials to promote library events, including extended exam and holiday hours
- Assisted students in navigating library resources both online and in-person, improving research efficiency

LEADERSHIP & CAMPUS INVOLVEMENT

Secretary

Clemson Marketing Association

January 20xx - Present

Clemson, SC

- Streamline internal communications by ensuring timely distribution of meeting minutes, improving event planning efficiency
- Serve on the Executive Board that supports 75 marketing students

Member

Wilbur O. and Ann Powers College of Business Recruitment Ambassadors

August 20xx - May 20xx

Clemson, SC

- Represented the Powers College of Business to over 200 prospective students increasing submitted applications
- Crafted marketing brochures for new students to assist them in making informed academic decisions

TECHNICAL SKILLS AND CERTIFICATIONS

Google Ads Certification | Salesforce (Proficient) | Adobe Creative Suite (Expert) | Canva (Expert)

