



## MARKETING

# PHILIP MOORE

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A 2023 marketing degree graduate specializing in social media strategy with internship and volunteer experience in multiple verticals. A proven track record of working with cross-functional teams to create multimedia content, manage social media calendars, and host live events across various social platforms to increase user engagement and support campaigns.

## CONTACT

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123-456-7890

email@example.com

City, State Abbreviation zip

## SKILLS

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- Multimedia and social graphic creation
- Paid social media advertising
- Social media content creation
- Social media engagement analytics
- Social platform best practices

## EXPERIENCE

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### INTERN

JD Cosmetics, Oswego, NY

**September 2022 – March 2023**

- Analyzed social media traffic and engagement statistics for four brand accounts
- Conceptualized YouTube video that had 25% higher views than average
- Engaged with followers and fielded customer feedback
- Scheduled platform-specific social posts
- Collaborated with the design team on social graphic development

### VOLUNTEER SOCIAL MEDIA MANAGER

Women's Soccer Team, Syracuse University, Syracuse, NY

**January 2021 – March 2022**

- Wrote copy for team social media announcements and game updates
- Live-streamed team events and athlete interviews
- Created team spirit hashtag campaign that increased followers across platforms by 15%
- Delegated social media calendar duties to a team of three

## EDUCATION

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**August 2019 – May 2023**

**BACHELOR OF ARTS ( B. A.) MARKETING**

Syracuse University, Syracuse, NY