



FRANK KELLY

Profile

An enthusiastic marketing professional with a robust educational background and hands-on experience through a marketing coordinator role at Procter & Gamble and a Coca-Cola Company internship. Strong skills in market research, content creation, and campaign support, accompanied by proficiencies in social media platforms and basic data analysis. A keen understanding of marketing fundamentals and creativity with certifications from the International Institute of Marketing Professionals, the American Marketing Association, and Google.

Professional Experience

January 2023 – present

Procter & Gamble, Boston, MA

Marketing Coordinator

- Engaged in extensive market research to contribute to a comprehensive understanding of consumer preferences and the competitive landscape, leading to more effective marketing strategies
- Assisted in developing engaging content across multiple channels, such as social media and emails, vastly improving brand consistency and boosting audience engagement by 48% in a three-month period

June 2021 – August 2021

Coca-Cola Company, Atlanta, GA

Marketing Intern

- Conducted targeted market research to collect data on consumer habits and competitor activity, fueling insights for the development of upcoming product marketing strategies
- Assisted in creating compelling content for various company social media platforms and newsletters, resulting in a three-fold increase in user engagement rate during the internship period

Certifications

- Certified Marketing Management Professional (CMMP), International Institute of Marketing, 2022
- Certified Professional Marketer (CPM), American Marketing Association, 2023
- Google Ads Certification, Google, 2023

(123) 456-7890

email@example.com

LinkedIn | Portfolio

City, State Abbreviation Zip Code

EDUCATION

Bachelor of Science in Marketing

University of Michigan, Ann Arbor, MI
2022

KEY SKILLS

Content creation

Data analysis

Market research

Marketing campaign support

Social media platform

proficiency