



CYNTHIA ROBERTS

A creative social media intern with one year of professional experience, specializing in content development, brand messaging, and product marketing. A proven track record of defining innovative campaign strategies to drive followership through creative brand storytelling.

CONTACT

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KEY SKILLS

- Content development
- Brand marketing
- Digital marketing
- Community management
- Social media analytics

EDUCATION

May 2024 | Atlanta, GA
Bachelor of Arts (B.A.) Marketing
GEORGIA STATE UNIVERSITY

PROFESSIONAL EXPERIENCE

Social Media Marketing Intern | Green Planet Marketing, Atlanta, GA

January 2021 – June 2021

- Managed social media accounts to drive community engagement and sales conversions for eco-friendly brands, increasing followership by 42%
- Coordinated with the social media manager to create engaging blog posts and email marketing campaigns, contributing to a 19% increase in web traffic
- Collaborated with the digital marketing team to create visuals, marketing collateral, and content for social platforms

Social Media Marketing Volunteer, Georgia State University, Atlanta, GA

July 2022 – present

- Coordinated with a team of student volunteers and a faculty advisor to manage Facebook, Twitter, and LinkedIn accounts for the university
- Refined content strategy and created high-impact social media to raise awareness of campus news, events, and announcements, resulting in a 10% increase in followership

CERTIFICATION

- Google Analytics Certified | June 2024
- Hootsuite Social Marketing Certification | June 2024