







# JANE SMITH

Beginner Digital Marketing

## CONTACT INFORMATION

-  (987) 654-3210
-  email@example.com
-  LinkedIn
-  Austin, TX

## KEY SKILLS

- Content creation
- Digital advertising
- Social media management
- Website analytics

## CERTIFICATIONS

- HubSpot Content Marketing Certification | HubSpot | April 2023

## ABOUT ME

Aspiring digital marketer eager to make an impact

Recent marketing graduate with a strong foundation in SEO, social media marketing, and Google Analytics. Demonstrated ability to increase website engagement through academic projects and internships. Passionate about developing innovative marketing strategies that drive business growth.

## PROFESSIONAL EXPERIENCE

Marketing Intern | GreenTech Solutions | January 2023 to May 2023

- Conducted keyword research and implemented SEO improvements, resulting in a 25% increase in organic search visibility
- Assisted in the creation of a Facebook social media campaign that grew followers by 15% within three months
- Supported the development of email marketing templates to improve click-through rates

Content Creator (Freelance) | Self-Employed | June 2022 to December 2022

- Designed and published blog posts optimized for SEO for small business clients
- Developed graphics and multimedia content to enhance online engagement
- Collaborated with clients to ensure brand voice consistency across platforms

## EDUCATION

Bachelor of Arts in Marketing

University of Texas | Austin, TX