**Jennifer Smith** | Denver, CO | [email@email.com](mailto:email@email.com) | 555-555-5555 | linkedin.com/in/Jennifer-smith/

Action-oriented marketing student graduating in May 2026 with 2 years’ experience in social media marketing and content creation. Track record of developing campaigns that achieve measurable results using analytics tools and creative design platforms. Seeking Social Media Specialist role within the outdoor apparel industry.

**EDUCATION**

**Bachelor of Science in Business Administration (BSBA) – Marketing,** University of Colorado Denver **May 2026**

* *Leadership and Honors:* Social Media Lead – Marketing Club, Dean’s List, 4.0 GPA
* *Coursework:* Introduction to Marketing, Principles of Marketing, Marketing Research, Consumer Behavior, Social Media in Business, Advertising, International Marketing, Sports Marketing, Customer Service Strategies, Personal Selling and Sales Management, New Product Development, Customer Relationship Management, Preparing a Business Plan

**RELEVANT EXPERIENCE**

**Marketing Intern**, *Patagonia,* Denver, CO **May 2024 – Present**

* Developed and scheduled daily content across Instagram, Twitter, and LinkedIn centered around the outdoor experience resulting in a 40% increase in follower count in only three short months
* Conducted performance analyses of all campaigns using tools like Hootsuite and Google Analytics to optimize posting strategies, improving engagement rates by 15%
* Collaborated with the creative team to design 20+ branded graphics and videos using Canva and Adobe Photoshop
* Conducted market research across competitors to identify emerging trends and strategies, presenting findings to marketing team leadership to inform campaign planning; research resulted in 4 new campaign launches
* Completed keyword research and optimized website content, improving search rankings for targeted pages and boosting organic traffic by 25%
* Planned and supported 5 virtual events with 100+ potential customers and celebrity speakers featuring Lebron James, Caitlin Clark, and Simone Biles increasing brand awareness and resulting in new leads monthly. Managed registration and mass campaign email follow-up that generated $15,000 in event-related sales
* Designed and distributed targeted email marketing campaigns to a segmented audience, leveraging data-driven strategies to improve open rates and engagement. The campaigns contributed to a 500-person increase in email subscribers and an 18% improvement in click-through rates, fostering stronger connections with the brand’s audience and boosting overall email performance

**Social Media Specialist**, *University of Colorado Denver Marketing Club*, Denver, CO **August 2023 – April 2024**

* Developed social media strategy across multiple platforms (Instagram, Facebook, LinkedIn, Twitter), increasing the Marketing Club's followers by 5% and boosting event attendance by 10% through targeted content and engagement
* Created content for club events, workshops, and recruitment campaigns, leading to an increase in new student membership and a 100+ attendee turnout at the start-of-semester kickoff meeting
* Analyzed social media insights to refine strategies, resulting in a 3% increase in engagement and a 2% reduction in post costs for paid campaigns, while building strong partnerships with other student organizations and local businesses in the Downtown Denver Area

**Project Lead**, *Various Marketing Projects*, Denver, CO **September 2022 – Present**

* Led a team of 4 to create a social media strategy for a nonprofit organization, complete with training handbook, organizational strategy and calendar of social media posts. This marketing plan had potential to increase client engagement by 20% and grow followers by 10%
* Developed a digital marketing campaign using Google Ads and Facebook Ads for a class project, achieving a 3% improvement in click-through rates and reducing cost-per-click (CPC) by 8% through campaign optimization
* Collaborated on a customer segmentation project for a class focused on analyzing consumer behavior through surveys and data analytics, helping to refine marketing strategies based on customer preferences and increasing customer response rates

**ADDITIONAL EXPERIENCE**

**Camp Counselor**, *Eagle Trail Education Center*, Denver, CO **June 2022 – August 2022**

**Barista**, *Elmwood Café,* Denver, CO **May 2018 – October 2018**

**SKILLS**

**Technical Skills:** Marketing Tools: Google Analytics, HubSpot, Hootsuite; Social Media: Instagram, Facebook, LinkedIn, Twitter; Project Management: Trello, Asana; SEO & SEM: Google Ads, Keyword Research

**Certifications:** Google Analytics for Beginner, HubSpot Inbound Marketing Certification

**Interests:** Travel Vlogging @sjennifer, Photography (jennifertravels.com), Hiking & Trail Running