**John Smith**

Kalamazoo, Michigan

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**Skills Summary**

* Experienced in developing and executing marketing campaigns across multiple channels including email, social media, SEO/SEM, and paid advertising
* Skilled in marketing analytics and data interpretations to measure campaign performance and ROI
* Proficient in digital content creation including infographics, blogs, whitepapers, press releases, and website copy
* Knowledgeable in marketing technology platforms such as Salesforce, Marketo, and Hootsuite
* Managed budget, vendor relationships, and cross-functional team collaboration

**Education**

Bachelor of Business Administration in Marketing

Western Michigan University, Kalamazoo, MI

Expected Graduation: December 2025

**Relevant Experience**

**Marketing Intern**

XYZ Company, Kalamazoo, MI

May 2023-August 2023

* Developed and executed social media strategy resulting in 20% increase in followers
* Wrote copy for email campaigns with 30% open rate
* Assisted in planning marketing initiatives and campaigns from concept to execution

**Digital Marketing Intern**

123 Agency, Kalamazoo, MI

June 2022-August 2022

* Created blog and social media content that drove 2500+ website visits per month
* Managed email marketing campaigns and A/B testing to optimize open and click through rates
* Tracked and analyzed performance data to identify areas for improvement
* Created infographics, flyers, brochures, and other marketing collateral
* Supported SEO efforts through keyword research and metadata optimization

**Student Involvement**

**Member, WMU AdClub**

Kalamazoo, MI

September 2022- present

* Participated in American Advertising Federation’s National Student Advertising Competition
* Developed creative campaigns and delivered agency-style presentations

**President, WMU Sales Club**

Kalamazoo, MI

September 2022-present

* Enhanced communication, client engagement, and presentation abilities
* Competed in regional sales competitions and placed 2nd overall in 2022
* Planned and led monthly member meetings
* Increased club enrollment by 22% from academic year 2022-2023 to 2023-2024