

# MONKEY HEAD

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(123) 555-5555  
City, State

## EDUCATION

### NON-TARGET STATE SCHOOL

Graduation: 06/14

Banana Head School of Business - GPA: 3.70

- ▶ Pursuing a Bachelor of Arts in Business Administration with a dual focus in Finance & Entrepreneurship
- ▶ Active club member on campus with the Bananas Investment Club, Entrepreneurship Club, and Marketing Club

## EXPERIENCE

### DIGITAL MARKETING ANALYST, INTERN

1/13 - Present

ASSET MANAGEMENT FIRM (\$100BN+ AUM)

- ▶ Innovated and programmed a new online analytic reporting platform to better deliver internal marketing insights across business units.
- ▶ Analyzed marketing activity across digital channels and presented findings to management to improve the effectiveness of our initiatives.
- ▶ Designed email newsletters highlighting our services and market insights to institutional clients and prospects and reported performance to management.

### EMAIL MARKETING INTERN

05/12 - 1/13

INC 500 TECHNOLOGY FIRM

- ▶ Developed new internal process to integrate and streamline the production of reports regarding key email metrics by utilizing local databases and APIs.
- ▶ Composed new email campaigns with increased lead conversion rate while actively managing existing efforts with over 1.3 million monthly sends.
- ▶ Collaborated across units to design new email content strategy and layout that increased our channel revenue per email amid decreasing volume.

### BUSINESS DEVELOPMENT INTERN

05/12 - 1/13

LOCAL TECHNOLOGY STARTUP

- ▶ Expanded the network of prospective clients and partnerships into local, national, and international markets through extensive market research.
- ▶ Designed weekly email campaigns highlighting product merchandise and analyzed the performance of each campaign across segments.

## STRENGTHS

### TECHNICAL SKILLS

- ▶ Object-oriented coding (PHP, Javascript) & web development
- ▶ Microsoft Excel and Access (database design, internal reporting)
- ▶ Marketing analytics (Google Analytics, Adobe Omniture, Oracle Eloqua)
- ▶ Marketing design (Adobe Photoshop, Adobe InDesign)