

KALEB CARRINGTON

*Digital Marketing
Analyst*

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☎ (123) 456-7890

📍 Boston, MA

🌐 [LinkedIn](#)

EDUCATION

B.S. in Marketing

Simmons University

📅 August 2017 - May 2021

📍 Boston, MA

🎓 GPA: 3.85

Relevant courses

- Intro to Marketing
- Marketing Research
- Consumer Behavior
- Salesforce Management
- Electronic Commerce
- Advertising and Sales Promotion

SKILLS

- Salesforce
- Microsoft Excel, Word, PowerPoint
- Paid acquisition (Facebook, Google, LinkedIn, Instagram, retargeting)
- A/B testing, audience segmentation
- Google Analytics
- SEO

CAREER OBJECTIVE

Entrepreneurially minded problem solver and recent marketing graduate passionate about spearheading challenges identified in analytics. Personal and internship experience has bolstered my ability to optimize and enhance conversion-driving content. Eager to grow with a startup like Validity that values fresh ideas.

WORK EXPERIENCE

Digital Marketing Intern

Colette Phillips Communications

📅 June 2021 - current 📍 Boston, MA

- Created A/B testing plan for Facebook ad copy, leading to an improvement in ROI of 12%
- Built key reports in Tableau for executive team around KPIs, such as marketing spend, new leads, revenue generated, and ROI, saving 7 hours of manual reporting weekly
- **Assisted marketing team with a blog creation for SEO purposes, which drove traffic up by 23%**, resulting in an average of 70 new customers per month
- Partnered with clients to understand their product positioning to incorporate into ad copy, ensuring client satisfaction of no less than 94%
- Met with intern and marketing team for 2 hours each week to discuss ideas and brainstorm for brand campaigns
- Conducted research to better understand market trends across diverse platforms and audiences

Writing Tutor

Simmons University Writing Lab

📅 August 2018 - May 2021 📍 Boston, MA

- Assisted 8-10 freshmen weekly with essays for prerequisite courses, **helping students improve by 2 letter grades**
- Identified trouble points for students, and taught mini lessons on pain points that helped students develop mastery
- Communicated with professors to understand students' weaknesses and requirements for assignments

PROJECTS

Lifestyle Blog

- Began a lifestyle blog using WordPress in 2019 to discuss travel, music, and other current trends
- Optimized for SEO, driving site traffic from 20 users in February 2019 to 2,000 users a month by August 2019
- Wrote and sent 2 email campaigns a month with Constant Contact, **gaining approximately 20 new subscribers monthly**