NATALIA WINTERS

Marketing Assistant

✉ nataliawinters@email.com   📞 (123) 456-7890   📍 Knoxville, TN

in LinkedIn

CAREER OBJECTIVE

Adept and high-speed thinker with 2+ years of marketing internship experience and 3 years in office operations. Eager to demonstrate skills in crafting paid advertisements and executing use of software such as Salesforce and MS Suite as a marketing assistant at MIXD.

WORK EXPERIENCE

Marketing Assistant Intern

Boly:Welch

📅 April 2019 - current   📍 Knoxville, TN

- Captured marketing data, presenting campaign results to 5+ team leaders 8 times yearly
- Generated email promotional campaign that resulted in $25K in revenue and 300+ returning clients
- Collaborated with a team of 4 to craft social media campaigns, boosting website traffic by 66%
- Outpaced marketing targets by attending 200+ hours of seminars and implementing learnings on the job
- Evaluated competition performance, suggesting to upper management the use of new strategies that successfully enlarged the client base by 5%
- Implemented a content calendar for social media posts

Office Clerk

Blue Bell Creameries

📅 August 2016 - April 2019   📍 Knoxville, TN

- Achieved a 99% reception call satisfaction rating across customers and inter-departmental staff
- Streamlined filing storage system, maintaining physical and eFiles that reduced time-to-retrieval by 75%
- Communicated with customers and 60+ staff members, scheduling meetings and office events
- Utilized QuickBooks to conduct basic bookkeeping, reducing 4 hours of weekly down time
- Established office inventory checklist, proactively ordering supplies and eliminating 2 hours of lost employee productivity
- Briefed 3 senior staff members on reports and minutes crafted during meetings

EDUCATION

B.S.
Marketing
University of Tennessee

📅 September 2015 - April 2019
📍 Knoxville, TN
🎓 GPA: 3.7

RELEVANT COURSES

Intro to Marketing
Marketing Research
Consumer Behavior
Sales Force Management
Electronic Commerce
Advertising and Sales Promotion
Principles of Selling

SKILLS

Salesforce
MS Suite
Paid Ads (Facebook, Google, LinkedIn, Instagram, retargeting)
A/B testing, audience segmentation
SEO
Google Analytics