

# Firstname Lastname

Phone Number • Email • LinkedIn Customized URL

## EDUCATION

---

### Johns Hopkins Carey Business School

Baltimore, MD

Master of Science: Marketing

MMM YYYY

Highlighted Courses: Marketing Research, Data Analytics, Customer Analytics

### Name of Undergraduate Institution

City, State

Degree Granted: Major

MMM YYYY

## DIGITAL MARKETING EXPERIENCE

---

### Company

City, State

Marketing Intern

MMM YYYY-MMM YYYY

- Formulated strategic vision and mission through landscape assessment, and stakeholder analysis
- Overhauled brand language and brand mantra, and devised content, digital and B2B marketing strategy
- Implemented digital marketing strategy, resulting in 30% increase in reach and over 10% increase in engagement

### Company

City, State

Digital Marketing Consultant and Liaison

MMM YYYY-MMM YYYY

- Orchestrated social media marketing campaign, established 500-keyword list for SEO, and improved design and usability of website by analyzing activity data and emerging trends of young adults from 531 field surveys and media platforms
- Designed career interview and lifestyle videos to attract people aged 18-25
- Liaised between founder and marketing members to coordinate marketing activities and administer strategy plans

### Company

City, State

Website Founder

MMM YYYY-MMM YYYY

- Designed and developed website layout, logo, and vision of content for Educational Quotient blog, YouTube, email, and social media, supporting digital cross-promotion efforts and emanating cohesive and clear brand image
- Mined and synthesized technical data from Google Analysis, Google Console, and SUMO, identifying behavioral trends of users and accelerating clean and user-friendly web pages
- Optimized keywords, inserted links, URL for posts, creating accessible and informative web pages, improving SEO, and achieving 5% rise of page views in one month

## LEADERSHIP EXPERIENCE

---

### Student Marketing Association

Baltimore, MD

Vice President of Outreach

MMM YYYY-MMM YYYY

- Supervised team of 10 for outreach, resulting in 6 pro bono consulting opportunities for student body
- Introduced marketing simulation competition; managed execution by hosting 12 students over 13 days

### Net Impact – Carey Business School Chapter

Baltimore, MD

Vice President of Marketing

MMM YYYY-MMM YYYY

- Implemented marketing strategy across various platforms yielding sales of 120 tickets and 2 sponsorships for Net Impact Conference

## SKILLS

---

**Software:** Microsoft Office, Zoom, iMovie, SAS (SQL), Google Analytics, WordPress, Adobe XD, R, SPSS

**Languages:** Chinese (native), English (fluent)

**Certifications:** Google Analytics Certification, SAS Certified Advanced Programming