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| JOHN HERNANDEZ |  |  | 123 Park AvenueBig Rapids, MI 68965+1.123.456.7899info@hloom.com |
| OBJECTIVEPerformance-driven individual, technologically-savvy and self-taught in the field of Marketing and Analytics. Searching for a Marketing Coordinator or Managerial role where I can use my business and management education to effectively execute marketing campaigns and operations.EDUCATIONFlorida State UniversityB.A. Marketing CommunicationsMay 2016GPA – 3.5RELEVANT COURSEWORKContent CreationContent Marketing StrategySocial PromotionsLead Nurturing Conversion OptimizationTopic ClustersEmail MarketingSocial Media MarketingSEO – IntermediateSEO - AdvancedSkillsInterpersonal skillsAnalytical and problem-solving abilitiesOrganizational abilitiesGoogle Analytics (Certified) |  |  | Relevant ExperienceUniversity of CaliforniaResearch Experience for Undergraduates InternJan 2012 – Mar 2012Attended lab groups meetings, developed presentations, conducted successful research projects and recorded results within a thesis paper. Organized and maintained lab instruments, equipment and reagents. Professional ExperienceVanguards LimitedJunior ManagerApr 2012 – Jun 2014Identified and qualified prospective clients through research and marketing strategies such as social media listening and optimization, SEO, and other advertising models. Contributed to the development of an automated weekly payroll system.Honors & ActivitiesInfluencer Marketing Awards, 2009Global Marketing Day, Top 5 Performers, 2008 |
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