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| JOHN HERNANDEZ |  |  | 123 Park Avenue  Big Rapids, MI 68965  +1.123.456.7899  info@hloom.com |
| OBJECTIVE Performance-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 University B.A. Marketing Communications  May 2016  GPA – 3.5 RELEVANT COURSEWORK Content Creation  Content Marketing Strategy  Social Promotions  Lead Nurturing  Conversion Optimization  Topic Clusters  Email Marketing  Social Media Marketing  SEO – Intermediate  SEO - Advanced Skills Interpersonal skills  Analytical and problem-solving abilities  Organizational abilities  Google Analytics (Certified) |  |  | Relevant ExperienceUniversity of California Research Experience for Undergraduates Intern  Jan 2012 – Mar 2012  Attended 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 Limited Junior Manager  Apr 2012 – Jun 2014  Identified 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 & Activities Influencer Marketing Awards, 2009  Global Marketing Day, Top 5 Performers, 2008 |
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