Christen Hall

info@hloom.com; (123) 456-7899

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| Current Address: 282 Champions Way,  Tallahassee FL 32306 | Permanent Address: 123 Park Avenue  Big Rapids, MI 68965 |

# OBJECTIVE

Self-taught and dedicated Digital Marketer, with an unfaltering ability to absorb and understand new digital marketing trends, technologies, and information. Aimed at increasing brand presence and awareness over a variety of channels and platforms for a company that is aligned with my core values of trust and responsibility.

# Education

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|  | Florida State University, Tallahassee, FLB.A. Marketing Communications, May 2016 GPA – 3.5 |

# Relevant Coursework

|  |  |  |
| --- | --- | --- |
|  | * Content Creation and Curating * Mobile Development * Social Media Marketing * Lead Generation * Lead Nurturing | * Market Research * Social Media Ethics * Email Marketing * SEO – Intermediate * SEO - Advanced |

# Skills

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| --- | --- |
|  | * Communication * Analytics * Inbound Marketing * Digital Proficiency |

# Relevant Experience

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| --- | --- |
| 01/12 – 03/12 | University of CaliforniaResearch Experience for Undergraduates Intern  * Designed, edited and developed key metrics (KPIs) and ROI for web, email, search and social media marketing campaigns. * Collaborated with cross-functional teams on web design, brand awareness, and content quality. |

# Professional Experience

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| --- | --- |
| 04/12 – 06/14 | Vanguards LimitedJunior Manager  * Prepared and presented weekly progress reports, algorithm changes, and forecasting analysis for key stakeholders. * Prepared presentation materials, trade shows, customer communications (email and social), and created/executed marketing strategies. |

# Honors & Activities

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| --- | --- |
|  | * Influencer Marketing Awards, 2009 * Global Marketing Day Awards, 2008 |

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