Brenda Simmons

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| 123 Park Avenue  Big Rapids, MI 68965 | 123-456-7899  info@hloom.com |

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| Objective | Self-taught and dedicated Digital Marketer, with an unfaltering ability to absorb and utilize 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 in-line with my core values of trust and responsibility. | |
| Education | Florida State University B.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 | Communication  Analytics  Inbound Marketing  Digital Proficiency | |
| Relevant Experience | University of CaliforniaMarketing Coordinator, June 2009 – December 2012 Designed, edited and developed key metrics (KPIs) and ROI for web, email, search and social media campaigns.  Collaborated with cross-functional teams on web design, brand awareness, and content quality. | |
| Professional Experience | Vanguards LimitedJunior Manager, Apr 2012 – Jun 2014 Prepared and presented weekly progress reports, algorithm changes, and forecasting analysis for multiple stakeholders  Prepared presentation materials, trade shows, customer communications (email and social), and created/executed marketing plans. | |
| Honors & Activities | Influencer Marketing Awards, 2009  Global Marketing Day Awards, 2008 | |

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