MATTHEW JACKSON

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, 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 | * Communication * Analytics * Inbound Marketing * Digital Proficiency | |
| Relevant Experience | University of California, Jan 2012 – Mar 2012Research Experience for Undergraduates InternDesigned, 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 Limited, Apr 2012 – Jun 2014Junior Manager  * 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, 2009 | |

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