


JOHN SMITH

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 /LinkedinURL

CERTIFICATIONS & SKILLS

- **Analytics:** Google Analytics Individual Qualification
- **Social Media:** Facebook Ads, Instagram Advertising
- **Design:** Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Adobe Illustrator
- **Microsoft Office Suite:** Word, PowerPoint, Excel, Access, and Outlook
- **Google:** Google Search Console, Tag Manager, Analytics, Google Business Profile
- **Web Design:** Content management systems (WordPress, Wix), HTML, CSS, Usability testing
- **SEO:** Keyword research, competitor research, on-page optimization
- **Affiliate Marketing:** UTM links, Amazon Associates
- **Email Marketing:** Mailchimp

EDUCATION

New York University, Stern School of Business

Bachelor of Science in Business

Major: Marketing

New York, NY

Graduation: May 2024

Cumulative GPA: 3.85/4.0

EXPERIENCE

Marketing Agency, Search Engine Optimization Intern

Jan 2022 – Current

- Consult directly with clients to discuss goals and direction for their website & Search Engine Optimization campaigns
- Conduct keyword and competitor research in order to identify key areas to focus on during campaigns
- Liaise with writers to obtain quality and unique content for website pages & blog articles while following a content plan
- Design and develop website pages using wordpress to implement new optimized content to the clients site
- Analyze data and create accurate reports within Agency Analytics to ensure relevant stats & rankings are being tracked
- Complete onpage optimization, relevant internal and external linking ensuring to implement these to the site
- Establish and verify Google Business profile, adding clients correct details whilst fully optimizing to increase local search traffic and rankings
- Perform ongoing site audits and maintenance to ensure clients SEO campaign remains current and fully optimize

Joe's Pizza Joint, Social Media Coordinator

Oct 2019 – Dec 2021

- Developed and maintain a Social Media Strategy to track important KPI's in order to ensure goals are met
- Wrote posts for social media using Hootsuite to pre schedule posts to Instagram
- Created content for social media using Canva for use across multiple platforms.
- Completion of day to day tasks including food preparation, staff management & cash handling.

Landscaping by Design, Digital Marketing Consultant

Dec 2019 – July 2020

- Consulted with client in person to outline needs and goals to create a new website
- Designed and developed a responsive website using Wix (website.com)
- Provided ongoing support via email to ensure website remains updated and current

AWARDS

- **Dean's List, NYU**
- **Academic Scholarship, NYU**

Aug 2018 – Dec 2020

Aug 2020 – May 2024

LEADERSHIP & VOLUNTEERING

President of the Club Basketball Team

Aug 2020 – Dec 2022

- Coordinated the club's social media through Instagram to promote and recruit
- Managed the club's finances through Excel with budgets of over **\$10,000**
- Organized the teams travel and accommodation for tournaments across the US
- Developed training programs and exercise for team practices

Jane Doe

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EDUCATION

University of California, School of the Arts and Architecture

Bachelor of Business

Major: Finance & Accounting

Los Angeles, CA

Graduated: December 2020

GPA: 3.56/4.0

EXPERIENCE

Banking Corporation, Personal Banker

Jul 2021 – Jan 2022

- Provided personal advice to ensure customers expressed and unexpressed needs are met
- Assisted customers on simplifying their banking by using online and mobile banking
- Resolved difficult customer situations effectively while delivering professional customer service ensuring the highest level of customer satisfaction
- Proactively called existing clients to book future banking reviews to ensure they get the most from their banking
- Tracked and maintained KPI's using excel to develop personal and professional growth
- Assisted Bank Manager with daily administrative and operational tasks to support compliant branch protocol

PK Consulting Group, Sales & Account Executive

Jan 2021 – Apr 2021

- Consulted directly clients to conduct B2B sales for small to medium sized businesses
- Examined existing customers accounts checking current prices and promotions to increase customer satisfaction
- Conducted Interviews in the recruiting process in order to onboard new account managers
- Trained and mentored new account managers to teach them product knowledge and sales strategies

Olive garden, Server

Dec 2019 – July 2020

- Reduced customer wait times by effectively taking orders to ensure customer satisfaction is met.
 - Maintained a section with a 50-guest capacity, turning over about every 1.5 hours while serving ~250+ guests during busy shifts.
 - Demonstrated excellent knowledge of over 60+ menu items in order to provide recommendations to customers.
 - Assisted management with scheduling, and day to day operations to ensure shifts run smoothly.
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AWARDS

- Academic Excellence Scholarship, UCLA
- Local Community Scholarship, UCLA

Aug 2018 – Dec 2020

Aug 2016 – May 2018

Relevant Coursework

National business case study competition

- Coordinated my team in order to create a business plan for an idea for a new business.
 - Created strategic paid and organic marketing plan in order to produce growth in a newly established business
 - Conducted primary and secondary research in order to identify opportunities in order understand our ideal target markets
 - Placed 7th in the international competition with over 85 competing teams
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LEADERSHIP & VOLUNTEERING

President of the UCLA club dance team

Aug 2019 – Dec 2020

- Coordinated the club's social media through Instagram to promote and recruit
- Managed the club's finances through Excel with budgets of over **\$10,000**
- Organized the teams travel and accommodation for performances across the US
- Developed training programs and fitness plans for team practices

Danielle Duncan

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EDUCATION

XYZ Community College, Dallas, TX

Bachelor of Business Administration

Graduation: December 2024

Major: Sales & Business Marketing

GPA: 3.0/4.0

PROFESSIONAL EXPERIENCE

PNG Bank, Bank Teller

January 2018 - Present

- Maintained and completed daily reports and tasks while upholding strict financial controls
 - Executed customer transactions, including deposits and withdrawals while managing large amounts of cash
 - Provided administrative support to book appointments and refer customers to banking specialists and lenders
 - Handled sensitive customer information via various systems while adhering to privacy protocols
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PERSONAL CAREER

Property Investor / Renovator

January 2016 - 2019

- Helped renovated and sell two properties resulting in a profit
- Sourced financing in order to invest in property to flip
- Designed and developed modern and functional interior spaces
- Oversaw renovation expenses to ensure the project was within budget
- Evaluated, planned and implemented general maintenance, major repairs and remodelling of construction projects for the properties

Household CEO

January 2017 - Present

- Single Parent to 2 children full time while in college and working working full-time
 - Planned, and coordinated school, sports, homework, first jobs and all other aspects of day to day life
 - Oversaw and supported physical and emotional development while encouraging positive growth and wellbeing
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SKILLS

- Strong project management and leadership skills.
- Budgeting and expense management
- Outstanding planning and organisational skills
- Excellent cash handling and financial literacy