

# DEREK SNYDER

## Digital Marketing Specialist

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www.DerekSnyder.com

Marketing graduate that increased sales by 20% in 2021 using Facebook Ads and other social media platforms at recent internship. Seeking to utilize marketing background, superb writing skills, and familiarity with social media campaign strategy in a Digital Marketing position in a start-up or small business environment.

## EDUCATION & CERTIFICATES

2021 • Facebook Digital Marketing Certificate | Harvard in partnership with Pathstream  
Courses: Foundations and Strategy of Marketing, Marketing Analytics & Performance Optimization, Social Media Marketing

2021 • Bentley College  
B.A. in Marketing | Minor in Business Administration

## EXPERIENCE

### November 2021 Facebook Digital Marketing Certificate | Harvard x Pathstream

- Summarized marketing campaign data by creating pivot tables and data visualizations to draw insights and make recommendations.
- Built and analyzed Google Analytics segments and audience, acquisition, and behavior reports.
- Designed and analyzed an A/B test by calculating key metrics for the control and treatment group, the lift, and confidence.
- Created a social media campaign outline for a Facebook ad, built and posted the ad using Facebook Ads Manager, and analyzed performance to recommend improvement.
- Created a comprehensive digital marketing plan for a business including a competitive analysis, SWOT analysis, target audience research, and channel recommendations.

### January - May 2021 Pilgrim Distillery Company

*Digital Marketing Intern*

- Optimized company advertising on the company website, Facebook, Google Ads, and Instagram, increased sales by 20%.
- Wrote and managed marketing content for social media channels.
- Grew collective social media following from 0 to 24,024.

### May - Aug 2020 Stonington Vineyards

*Marketing Intern*

- Assisted the marketing team in writing 90+ social media posts.
- Redesigned and managed WordPress website.
- Conducted research to understand wine and wedding industry trends for marketing team.



# MOLLY GINIS

## DIGITAL MARKETING SPECIALIST

Digital Marketing Specialist with 2 years of experience, skilled in content strategy and social media marketing for fashion and beauty companies. I thrive in companies where I can take control of what needs to be done.

### EDUCATION & CERTIFICATES

#### Facebook Digital Marketing Certificate

NYU Tandon in partnership with Pathstream | December 2021

- Summarized marketing campaign data by creating pivot tables and data visualizations to draw insights and make recommendations.
- Built and analyzed Google Analytics segments and audience, acquisition, and behavior reports.
- Designed and analyzed an A/B test by calculating key metrics for the control and treatment group, the lift, and confidence.
- Created a social media campaign outline for a Facebook ad, built and posted the ad using Facebook Ads Manager, and analyzed performance to recommend improvement.
- Created a comprehensive digital marketing plan for a business including a competitive analysis, SWOT analysis, target audience research, and channel recommendations.

#### Fairfield University

BA in Communications | May 2020

### WORK EXPERIENCE

#### Digital Marketing Specialist

Aritizia, New York | July 2020 - present


- Improved on-page SEO performance resulting in 18% increase in organic traffic and 20% increase in monthly revenue.
- Manage 3 social media channels (Instagram, TikTok, and Pinterest).
- Created and launched 300 email campaigns.

#### Digital Marketing Intern

Jo Malone, New York | January 2020 - June 2020

- Supported the marketing team by writing and editing 100+ email campaigns.
- Helped plan 30+ influencer marketing events.
- Engaged with social media to grow a collective social following to 1 million to 1.3 million.

### CONTACT ME AT

 New York, NY  
(917) 555- 5555

 MeGinis@email.com

 MollyGinis.com

 @mollyelizabethginis

### AWARDS RECEIVED

 Most Outstanding Newcomer Award, Aritizia (2021)



# Rosa María Aguado

## Professional Goals

I aim to attain an engaging position in the field of social media management. I hope to create online campaigns to inspire the youth.

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## Get in touch!

**Mobile:**  
123-456-7890

**Email:**  
rosamaguado@email.com

**Website:**  
RosaMAguado.com

**Address:**  
Washington D.C.

**LinkedIn:**  
@RosaAguado

## Languages Spoken

German and Spanish, Japanese, Mandarin

## Specializations

- Social Media Management
- Google Ads
- Facebook Ads
- Communication

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## Education & Certificates

**Facebook Digital Digital Marketing Certificate | 2021 | Emory x Pathstream**

Social Media Marketing, Marketing Web Analytics, Branding and Strategy, Email Marketing

**Florida State University  
2009 | BS in Merchandising**

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## Work Experience

### ESL Teacher

**Independent Contractor | May 2018 - Present**

- Provide one-on-one online full immersion language classes to students located in China.
- Maintain regular and constructive communication with parents pertaining to student progress.
- Regularly attend training workshops to expand teaching techniques.

### E-commerce Specialist

**The Walt Disney Company | 2012-2016**

- Executed digital marketing and site merchandising strategy for Disney parks e-commerce presence on Disneystore.com.
- QA all creative executions for email marketing campaigns to ensure accurate inventory availability.
- Collaborated with CRM team to select product assortment and drive revenue through targeted ads and email efforts.
- Implemented strategy for new product launch marketing campaigns including promotional business drivers.

### ESL Teacher

**English Program of South Korea | 2016-2017**

- Developed and delivered engaging lesson plans along with interactive classroom materials.
- Played an instrumental role in the creation of winter and summer camps
- Closely collaborated with three co-teachers to facilitate the development of course materials.