

John Doe

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Marketing Assistant

Recent graduate with a degree in Business and several years of experience and internship in marketing. A self-disciplined young professional with an aptitude for creative marketing solutions and engaging customer programs. Versatile problem solver with excellent communication skills. Adaptable to changing circumstances in various business environments.

Areas of Expertise

- Customer Engagement
 - Loyalty Programs
 - Client Support
 - Retail Sales
 - Social Media
 - MS Office Suite
 - Adobe Photoshop
 - SEO Tools
 - Administrative Support
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EDUCATION

Bachelor of Science in Business | Kansas State University, Kansas City, MO, 2018

Coursework: Accounting, Business Finance, Marketing, Human Resources, Strategic Planning, Cost Controls

EXPERIENCE HIGHLIGHTS

CHARITY 4 GOOD, Kansas City, MO, 2017-Present

Marketing Volunteer

Assist in organizing fundraising campaigns to collect money for people suffering from cancer. Design and develop flyers, create and promote content on different websites and social media networks. Provide administrative assistance by preparing reports and resolving administrative problems.

Key Accomplishments:

- Increased the number of people who donated money through social media websites by 29%.
- Ensured publicity for fundraising campaigns by designing and printing flyers and sharing content on websites.

MARK E. T., Kansas City, MO, Jun 2017-Aug 2017

Marketing Intern

Assisted in analyzing client database to identify trends and customer preferences. Developed and presented customer loyalty program to the company's management team. Helped sales team to market products and services; assisted with direct sales. Acquired new customers through cold calling and recommended changes to be made to cold calling scripts.

Key Accomplishments:

- Developed customer loyalty program that after minor edits was implemented by the company increasing customer engagement by 38%.
 - Recognized by the company management for exceptional customer service skills.
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OTHER SKILLS

- Analytical Thinking
- Flexibility
- Decision Making
- Planning & Organizing

Client Name

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