

SOCIAL MEDIA/MARKETING ANALYST

QUALIFICATIONS

- ◆ Team oriented with strong leadership and communication skills; conversational Korean.
- ◆ Data and detail oriented with solid organizational and time management skills.
- ◆ **Social Media Knowledge:** LinkedIn, Facebook, Pinterest, YouTube, and Twitter; Google Analytics and Hootsuite
- ◆ **Computer Knowledge:** Adobe Photoshop; MS Publisher, PowerPoint, Word, and Excel; Qualtrics

EDUCATION

University of Illinois at Chicago (UIC), Chicago, IL
Bachelor of Science in Marketing

May 20XX

COURSE PROJECT: Rand McNally Publisher Project, *Strategic Marketing Planning and Management*, Spring 20XX

- ◆ Collaborated with a group to develop a strategic marketing plan for an educational publisher to maximize their digital textbook sales opportunity.
- ◆ Analyzed the existing market and developed a three-year plan including strategies and tactics to grow their market share by expanding the target market.

RELATED EXPERIENCE

American Marketing Association – UIC Student Chapter, Chicago, IL
Vice President, April 20XX-Present

April 20XX-Present

- ◆ Assist President in overseeing and managing \$2,700 budget used for professional development programs.
- ◆ Collaborate with members to implement new educational and fundraising events, such as a Dog Wash modeled on traditional car washes that netted over \$900.
- ◆ Secure marketing-related speakers and manage all logistics for monthly meetings.

Director of Member Relations, April 20XX-April 20XX

- ◆ Created and implemented a new marketing-related social event, leading to recruitment of 20 new general members and increasing membership by 40%.

Marketing, Inc., Marketing Intern, Chicago, IL

June 20XX-August 20XX

- ◆ Assisted with fielding qualitative and quantitative market research projects; analyzed and summarized results to inform business strategy. Projects included a series of focus groups with teens and a survey using Qualtrics survey software.
- ◆ Drafted e-mails and press releases to promote new product launches for clients. Also developed and maintained a database of media contacts using Excel.

ADDITIONAL EXPERIENCE

Bay Bank, Customer Service Representative, Chicago, IL

June 20XX-May 20XX

- ◆ Provided professional service to internal and external customers in a fast-paced environment by resolving routine problems and answering customer questions.
- ◆ Balanced and verified content of cash drawer daily, averaging net worth of \$12,000 daily.
- ◆ Recognized by supervisor as satisfying and exceeding office requirements.

HIGHLIGHT: Promoted from Customer Service Representative to Loan Operations Personnel, May 20XX.

Java Coffee Shop, Supervisor/Barista, Palatine, IL

August 20XX-January 20XX

- ◆ Managed up to 4 employees per shift and ensured all tasks were completed on time. Supported store manager with shift scheduling of team members 2-3 weeks in advance.
- ◆ Provided excellent customer service while greeting customers and taking their orders. Responded to menu inquiries and complaints in a timely and professional manner.
- ◆ Processed customer order payments made by cash, credit, or debit. Balanced and closed cash registers at the end of the shift with average daily sales of \$1000.