# **Olivia Johnson**

Phone Number | Email | City, State

LinkedIn URL

Link to Personal Portfolio Site if Applicable

EDUCATION

**West Virginia University,** Morgantown, WV May 20XX

Bachelor of Science in Business AdministrationGPA: 3.35

Major: **Marketing |** Area of Emphasis: **Digital Marketing**

Relevant Courses: Online Analytics, Integrated Promotions Campaign, and Social Media and Marketing

INTERNSHIP EXPERIENCE

**Digital Media Intern** June 20XX-August 20XX

**Mountaintop Beverage,** Morgantown, WV

* Collaborate with the People Team to perfect onboarding presentations, ensuring alignment with company standards and enhancing content quality.
* Coordinate and schedule video recordings with subject matter experts, leading the editing process to produce polished, high-quality onboarding content.
* Create and manage Microsoft Stream channels, linking them to the Learning Management System (LMS) to facilitate seamless access for new team members.
* Utilize AI tools for video editing and content management, providing technical support during shoots and adhering to GMP and food safety standards.

WORK EXPERIENCE

**Brand Ambassador** June 20XX-Present

**American Eagle | Cranberry Township, PA**

* Increase customer satisfaction ratings by 20% through personalized styling recommendations and trend-based promotions.
* Boost brand loyalty program sign-ups by 15% through the use of effective customer service skills.
* Maintain 99% cash transaction accuracy and reduced checkout wait times by 10%.

EXTRACURRICULAR ACTIVITIES

**VP, American Marketing Association (AMA), WVU Chapter** August 20XX-Present

* Drive a 30% increase in membership through strategic social media promotions and effective recruitment campaigns on Instagram, TikTok, and LinkedIn.
* Improve organizational efficiency by overseeing social media communications and maintaining records, enhancing information flow and coordination.

TECHNICAL SKILLS & Certifications

* Analytics: Google Ads, Google Analytics 4 (GA4)
* SEO: Keyword Research, On-Page SEO, YouTube SEO, SEMrush; HubSpot Certification
* PPC: Google Ads Certification (Video, Search, Display, Apps…), LinkedIn Certification
* Design: Adobe Express; Adobe CS (e.g., Photoshop), Canva
* E-mail Marketing: HubSpot Email Marketing Certification
* Social Media: Hootsuite Platform Certification; HubSpot Social Media Certification
* Inbound Marketing: HubSpot Inbound Certification
* MarTech: Artificial Intelligence (Ai), Augmented/Virtual Reality, CRM
* Content Marketing: HubSpot Content Marketing Certification