

JASON MADSEN



DIGITAL MARKETING SPECIALIST

Phone: 580-525-9214

Mail: jason-madsen@email.com



Results-driven marketing graduate with hands-on experience gained through an internship in digital marketing. Proficient in SEO, social media marketing, and email marketing. Skilled in creating engaging content and analyzing data to drive campaign success. Eager to leverage academic knowledge and practical skills to contribute effectively to a dynamic marketing team in an entry-level digital marketing role.

EDUCATION

BS in Digital Marketing | **The University of Tulsa** (Expected graduation date: May 2024) **Current GPA: 3.70**

EXPERIENCE

April 2023 - July 2023

Marketing Intern

New Realm Media Group / Tulsa, OK

- Assisted in the development and implementation of digital marketing campaigns aimed at increasing brand awareness and driving website traffic.
- Created engaging content for social media platforms including Facebook, Instagram, and Twitter, resulting in a 20% increase in follower engagement.
- Conducted market research and competitor analysis to identify areas for campaign optimization.
- Assisted in optimizing website content for SEO by conducting keyword research and implementing on-page optimization strategies.
- Generated weekly reports using Google Analytics to track website traffic, user behavior, and campaign performance.

SKILLS

Google Analytics	Expert	SEO	Expert
PPC	Expert	WordPress	Expert
Content Marketing	Expert	Copywriting	Expert

ACADEMIC PROJECTS

July 2023 - December 2023

Social Media Marketing Campaign

The University of Tulsa

- Led a team to develop and execute a social media marketing campaign for a student-run event, resulting in a 30% increase in attendance compared to the previous year.
- Created and scheduled content calendars, monitored engagement metrics, and responded to audience inquiries and comments in a timely manner.

January 2023 - April 2023

Email Marketing Campaign

The University of Tulsa

- Designed and executed an email marketing campaign to promote a university workshop, achieving a 15% open rate and a 5% click-through rate.
- Utilized MailChimp to segment the email list, personalize content, and track campaign performance metrics.