



John Peterson

Digital Marketing Intern

CONTACT

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Los Angeles, CA

EDUCATION

Bachelor of Arts in Marketing

University of California, Los Angeles (UCLA)

GPA: 3.8/4.0

Expected Graduation: June 2025

LINKS

LinkedIn: /in/johnpeterson

PROFESSIONAL SUMMARY

Detail-oriented marketing student at UCLA seeking a Digital Marketing Internship at Redwood Digital in Los Angeles to leverage skills in SEO, PPC campaigns, and analytics to help drive measurable results.

SKILLS

Search Engine Optimization (SEO) ★★★★★

Google Ads and Facebook Ads ★★★★★

Google Analytics Certified ★★★★★

Content Management Systems (WordPress) ★★★★★

Keyword Research Tools (SEMRush, Ahrefs) ★★★★★

EXPERIENCE

Marketing Assistant 2024 - 2024

Greenline E-Commerce, Pasadena, CA

- Conducted keyword research to optimize over 50 product pages, increasing organic search traffic by 30%.
- Monitored and reported on Google Ads campaigns with a ,000 monthly budget.
- Analyzed website performance using Google Analytics, presenting insights to stakeholders for actionable improvements.

EXTRACURRICULAR ACTIVITIES

UCLA Digital Marketing Society

- Participated in weekly workshops on advanced SEO techniques and campaign management.
- Led a team project to create a mock PPC campaign, improving ad spend efficiency by 20%.

COURSES

Google Analytics Individual Qualification (GAIQ)

June 2024

HubSpot Content Marketing Certification

May 2024