

# JANE PARKER

## Social Media Marketing Intern

(555) 123-4567

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Chicago, IL



### PROFESSIONAL SUMMARY

Dedicated marketing student with a passion for social media strategy and campaign management. Seeking a Social Media Marketing Intern position at ClearSky Media Group in Chicago to leverage creative and analytical skills to drive brand growth.

### EDUCATION

#### Bachelor of Arts in Marketing

University of Illinois at Chicago | May 2025

- Relevant Coursework: Digital Marketing, Advertising Strategies, Data Analytics

#### Certifications

- Google Analytics Certification | Completed May 2025
- HubSpot Content Marketing Certification | Completed April 2025

### SKILLS

- |  |        |
|--|--------|
| Social Media Management (Facebook, Instagram, Pinterest) | Expert |
| Analytics Tools (Google Analytics, Hootsuite)            | Expert |
| Campaign Planning and Execution                          | Expert |
| Competitor Analysis                                      | Expert |
| Hashtag Research and Strategy                            | Expert |
| Basic Graphic Design (Canva, Photoshop)                  | Expert |
| Copywriting for Social Media                             | Expert |

### EXPERIENCE

2024 - 2024

#### Social Media Marketing Intern

##### The Green Market Co. / Chicago, IL

- Created and scheduled daily content across Instagram, Facebook, and Pinterest, increasing follower count by 18% in three months.
- Monitored and reported on campaign performance using Hootsuite and Google Analytics, improving ad engagement by 22%.
- Assisted in planning and executing influencer collaborations, resulting in a 10% boost in online store sales.
- Conducted competitor analysis and recommended strategies to improve brand visibility and audience targeting.

2024 - 2024

#### Marketing Assistant (Part-Time)

##### Local Treats Bakery / Chicago, IL

- Designed promotional flyers and managed the bakery's Instagram page, doubling weekly story views.
- Implemented a hashtag strategy that increased profile reach by 15%.
- Organized and promoted weekly giveaways, boosting follower engagement by 30%.
- Collaborated with the owner to craft engaging email campaigns for seasonal offers.