

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 Administration	GPA: 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
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- 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

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- 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