

# Sophia Grant


## Creative marketer with a focus on digital innovation


Digital marketing assistant with four years of experience specializing in SEO, social media marketing, and email campaigns. Adept at driving online engagement and generating leads through data-driven strategies.

## CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn | Portfolio

 Austin, TX

## EDUCATION

Bachelor of Business  
Administration in Digital  
Marketing  
University of Texas , Austin, TX  
March 2020

## KEY SKILLS

- Content marketing
- Email marketing
- Google Ads
- Pay-per-click (PPC)  
campaign management
- SEO

## PROFESSIONAL EXPERIENCE

DIGITAL MARKETING ASSISTANT | PIXEL MEDIA, AUSTIN, TX  
JANUARY 2022 – PRESENT

- Managed a \$50,000/month PPC budget, increasing lead generation by 25%
- Developed SEO strategies that improved website rankings for 10+ target keywords
- Created and distributed email campaigns with an average open rate of 40%

SOCIAL MEDIA INTERN | CREATIVE SOLUTIONS, AUSTIN, TX  
MAY 2020 – DECEMBER 2021

- Designed content calendars, improving follower growth by 18% across social platforms
- Conducted competitor analysis to inform social strategy