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#### Location

Atlanta, GA

#### Phone

(555) 234-5678

#### Email

email@example.com

#### Website

LinkedIn | portfolio

## Education

Georgia State University, Atlanta, GA  
May 2024  
Bachelor of Arts (B.A.) Marketing

## Key Skills

- Content development
- Brand marketing
- Digital marketing
- Community management
- Social media analytics

# Cynthia Roberts

A creative social media intern with one year of professional experience, specializing in content development, brand messaging, and product marketing. A proven track record of defining innovative campaign strategies to drive followership through creative brand storytelling.

## Professional Experience

Social Media Marketing Intern, Green Planet Marketing | Atlanta, GA  
January 2021 - June 2021

- Managed social media accounts to drive community engagement and sales conversions for eco-friendly brands, increasing followership by 42%
- Coordinated with the social media manager to create engaging blog posts and email marketing campaigns, contributing to a 19% increase in web traffic
- Collaborated with the digital marketing team to create visuals, marketing collateral, and content for social platforms

Social Media Marketing Volunteer, Georgia State University | Atlanta, GA  
July 2022 - Present

- Coordinated with a team of student volunteers and a faculty advisor to manage Facebook, Twitter, and LinkedIn accounts for the university
- Refined content strategy and created high-impact social media to raise awareness of campus news, events, and announcements, resulting in a 10% increase in followership

## Certifications

- Google Analytics Certified, July 2024
- Hootsuite Social Marketing Certification, June 2024