

JD

John Doe

I am an enthusiastic marketing professional with hands-on internship experience at Procter & Gamble and Coca-Cola Company. I possess strong skills in content creation, market research, and campaign support, backed by a solid educational foundation in marketing.

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR | PROCTER & GAMBLE, BOSTON, MA
JANUARY 2023 – PRESENT

- Conducted market research that informed strategic decisions and increased campaign effectiveness by 40%.
- Assisted in developing digital content for social media channels, boosting audience engagement by 35%.

MARKETING INTERN | COCA-COLA COMPANY, ATLANTA, GA
JUNE 2021 – AUGUST 2021

- Supported marketing campaigns by tracking performance metrics and generating insights.
- Collaborated with the creative team to produce engaging social media content that increased user interactions.

EDUCATION

Bachelor of Science in Marketing | University of Michigan
Ann Arbor, MI | May 2022

CERTIFICATIONS

- Certified Marketing Management Professional (CMMP), May 2022

CONTACT

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KEY SKILLS

- Content creation
- Market research
- Campaign support
- Social media proficiency
- Data analysis