



MARCUS OLA

Digital Marketing

Recent marketing grad with two internships supporting paid social, email, and content for small e-commerce and nonprofit brands. Comfortable in Meta Ads Manager, Mailchimp, and GA4, and currently working through Google Ads certifications.

CONTACT INFORMATION



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Tempe, AZ 12345

EDUCATION

B.S. Marketing, Arizona State University, 2024

HubSpot Inbound Marketing Certified, 2024

Google Analytics 4 Certification (in progress)

KEY SKILLS

- Meta Ads Manager (basic)
- Mailchimp and Klaviyo
- GA4 and Google Tag Manager (basic)
- Canva and Adobe Express
- Instagram, TikTok, LinkedIn organic
- WordPress and Squarespace
- Copywriting for short-form social
- Google Sheets reporting

PROFESSIONAL EXPERIENCE

Digital Marketing Intern | Summer 2024

Cedarwick Coffee Co., Tempe, AZ | Summer 2024

- Built and scheduled 40+ organic Instagram and TikTok posts over a 10-week internship, growing combined follower count by about 18%.
- Drafted weekly Mailchimp newsletters to a list of 12,400 subscribers; A/B tested subject lines and lifted average open rate from 22% to 29%.
- Helped the marketing lead launch three Meta retargeting campaigns and pulled weekly performance reports in Google Sheets.
- Wrote five blog posts on coffee sourcing that ranked on page two for long-tail terms within a month of publishing.

Marketing Assistant (Part-Time) | 2023 - 2024

Sun Valley Literacy Project, Tempe, AZ | 2023 to 2024

- Managed the donation landing page in Squarespace and updated copy ahead of two seasonal giving campaigns.
- Set up GA4 events for donate button clicks and form submissions, giving the team its first conversion-level reporting.
- Supported a year-end appeal that brought in \$38K, roughly 20% more than the prior year.