







DEVIN CARTER

CONTACT INFORMATION

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-  Columbus, OH

KEY SKILLS

- Instagram
- TikTok
- Mailchimp
- Canva
- GA4
- Webflow
- CapCut
- Copywriting
- Content calendars
- Notion

ABOUT ME

The entry-level tab fits marketing coordinators and specialists with 0 to 2 years of paid, content, or lifecycle work. The resume needs to prove channel fluency, campaign support metrics, and the tools you ran day to day.

PROFESSIONAL EXPERIENCE

Marketing Intern

Foundry & Oak Coffee Roasters, Columbus, OH | June 2024 - Present

- Planned and scheduled 3 to 5 Instagram and TikTok posts per week, growing combined followers by about 2,400 over 12 weeks.
- Drafted weekly newsletter copy in Mailchimp for a list of 18K subscribers; one launch email drove \$7,300 in same-day sales.
- Audited the wholesale landing page and rewrote headlines and form copy with the e-commerce manager.
- Built a simple GA4 dashboard so the founder could see traffic sources without logging in to analytics.

Social Media Assistant (Part-Time)

Ohio State Athletics Marketing, Columbus, OH | June 2023 - June 2024

- Shot and edited short-form video at home games for women's volleyball and soccer accounts.
- Wrote captions and game-day graphics following the brand voice guide.
- Tracked top-performing posts each week and shared a one-page recap with the social lead.

EDUCATION

B.S. in Marketing

The Ohio State University | May 2024

- Google Analytics 4 Certification, 2024