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# Sandra Thompson

Marketing Assistant

Recent marketing graduate with internship experience in social media, email, and event support. Comfortable in Canva and Mailchimp and learning HubSpot through a free certification. Looking for a Marketing Assistant role on a small team where I can own the calendar and learn paid media from a senior.

## PROFESSIONAL EXPERIENCE

Marketing Intern | Summer 2024  
Saguaro Outdoor Co., Tempe, AZ

- Scheduled four Instagram and TikTok posts per week using Later; the back-to-trail series in August drove 1,840 new followers, the brand's best month of the year.
- Drafted product-launch copy for two new hiking packs, including emails and Amazon A+ content, working from a brand voice doc.
- Pulled weekly performance reports from Meta Business Suite and Shopify and brought one observation to each Monday standup.
- Helped staff a regional REI demo weekend and logged sign-ups so sales could follow up.

Student Communications Assistant | 2022 - 2024  
ASU W. P. Carey School of Business, Tempe, AZ

- Wrote roughly 40 student-spotlight posts for the school's LinkedIn page during the school year.
- Updated event landing pages in WordPress and proofread copy before publishing.
- Helped run two career fairs with around 600 attendees each, handling signage and check-in.

## CONTACT INFORMATION



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Tempe, AZ 12345

## EDUCATION

- B.S. Marketing, Arizona State University, 2024
- Google Digital Marketing & E-commerce Certificate, 2024
- HubSpot Email Marketing Certification (in progress)

## KEY SKILLS

- Canva, Adobe Express
- Mailchimp
- Later, Meta Business Suite
- WordPress (basic)
- Google Workspace, Microsoft 365
- Copy proofreading
- Event check-in and signage
- Shopify reports (basic)