

GM

Gregory Morris

Recent College Graduate

Marketing graduate with hands-on experience running social campaigns, analyzing customer data, and coordinating on-campus events for audiences of 400+ students. Comfortable with web analytics dashboards, Meta Ads Manager, and Excel. Seeking an entry-level marketing analyst or coordinator role.

CONTACT INFORMATION



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KEY SKILLS

- Google Analytics 4
- Meta Ads Manager
- Klaviyo email marketing
- Excel (pivot tables, VLOOKUP)
- Canva and Adobe Express
- Relational database querying (intro coursework)
- Copywriting for social
- Completed campus workshop series on web analytics dashboards (2024)
- Completed self-study coursework in inbound marketing fundamentals (2024)

PROFESSIONAL EXPERIENCE

MARKETING INTERN | FERNWOOD OUTDOOR CO., RALEIGH, NC MAY 2024 – AUG 2024

- Built weekly performance reports across Meta, Google, and TikTok that the director used in Monday leadership standups; flagged a mis-tagged campaign that was double-counting 3,200 clicks per week.
- Wrote and scheduled 40+ Instagram and TikTok posts, growing the account from 6,800 to 9,100 followers over the summer.
- Ran the email calendar in Klaviyo, A/B tested subject lines, and improved open rate from 22% to 29% on the weekly newsletter.
- Sat in on customer research calls and summarized takeaways into a one-page brief the product team used to reprioritize fall SKUs.

SOCIAL MEDIA ASSISTANT (PART-TIME) | NC STATE UNIVERSITY ATHLETICS, RALEIGH, NC SEP 2023 – MAY 2024

- Covered home games for two sports, filing photo and video assets within 30 minutes of the final whistle.
- Drafted captions and graphics in Canva for the women's soccer and swim accounts, coordinating with the compliance office on athlete endorsement language.
- Tracked engagement in a shared Google Sheet each week and presented monthly recaps to the associate athletic director for marketing.
- Trained two incoming student workers on the content workflow before the fall semester.

BARISTA | THIRD STREET COFFEE, RALEIGH, NC JUN 2022 – AUG 2023

- Worked opening shifts serving 150+ customers before 10am on weekends.
- Trained four new hires on POS and drink builds, cutting their ramp time from three weeks to about ten days.
- Helped the owner redesign the seasonal menu board, which lifted latte add-on sales in the first month.

EDUCATION

- B.S. in Business Administration, Concentration in Marketing, North Carolina State University, May 2024 |
- Dean's List (5 semesters) |

- Relevant coursework: Consumer Behavior, Marketing Analytics, Digital Media Strategy, Business Statistics |