

Recent Graduate

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SUMMARY

Recent communications graduate with internship experience in content marketing and a capstone that lifted a client's web traffic, seeking an entry-level coordinator role to apply analytics and project skills.

EXPERIENCE

Marketing Intern, Bright Path Marketing Agency

Summer 2025

City, ST

- Researched and drafted 18 blog posts that grew the client blog's organic sessions by 27% over the internship.
- Built a content calendar in Asana that the team adopted permanently after the internship ended.
- Analyzed campaign performance in Google Analytics and summarized findings in weekly stakeholder decks.
- Repurposed long-form articles into 40-plus social posts, increasing the client's LinkedIn engagement by 22%.
- Coordinated a webinar's logistics and follow-up emails, contributing to a 31% registration-to-attendance rate.
- Earned a return-offer recommendation from the marketing director for initiative and dependable output.

Capstone Project Lead, State University Communications Department

2024 – 2025

City, ST

- Led a four-person team building a digital marketing plan for a local nonprofit client.
- Conducted audience research and SEO analysis that informed a redesigned content strategy.
- Delivered a plan the client implemented, raising their website traffic by 40% over the following semester.
- Presented final recommendations to a faculty panel and the client, earning the department's top capstone grade.
- Managed the project timeline and divided tasks so the team met every milestone on schedule.
- Produced a polished 30-page strategy document and a slide deck used in the client's board meeting.

EDUCATION

Bachelor of Arts in Communications, Graduated cum laude, GPA 3.7; minor in Marketing; Dean's List 12/15 semesters.

State University — City, ST

CERTIFICATIONS & LICENSES

Google Analytics Certification · HubSpot Content Marketing Certification

SKILLS

Content writing · Google Analytics · SEO fundamentals · Project coordination · Asana · Social media strategy · Presentation skills · Audience research · Microsoft Office · Teamwork · Adaptability · Written communication