**Summary**

Creative and data-driven BBA graduate specializing in Marketing from Governors State University. Possesses a strong understanding of digital marketing, brand strategy, and consumer behavior. Eager to apply foundational knowledge and analytical skills in an entry-level Marketing Coordinator, Social Media Specialist, or Digital Marketing Assistant role to contribute to impactful campaigns and brand growth.

**Education**

Governors State University, University Park, IL

**Bachelor of Business Administration in Marketing**, May 2025

**Relevant Coursework**

* **Marketing Principles:** Gained foundational knowledge of the marketing mix and strategic planning.
* **Digital Marketing:** Learned SEO, SEM, social media, and email marketing strategies.
* **Consumer Behavior:** Studied psychological and social factors influencing purchasing decisions.
* **Marketing Research:** Applied quantitative and qualitative methods for data collection and analysis.
* **Brand Management:** Explored brand identity, positioning, and equity building.
* **Social Media Marketing:** Developed content strategies and engagement tactics for various platforms.
* **Advertising & Promotion:** Understood integrated marketing communications and campaign development.

**Experience**

**Digital Marketing Intern** – Local Tech Startup (e.g., CodeSpark), Chicago, IL, June 2024 – August 2024

* Assisted with the execution of social media marketing campaigns across Instagram, Facebook, and TikTok, increasing engagement by 18% over the internship period.
* Conducted keyword research and supported SEO optimization efforts for blog content, contributing to a 5% increase in organic traffic.
* Analyzed website traffic and campaign performance using Google Analytics, preparing weekly performance reports.
* Created compelling visual content (graphics, short videos) using Canva and basic video editing tools (CapCut) for social channels.

**Student Worker** – GSU Admissions Office, Governors State University, University Park, IL, September 2023 – May 2024

* Developed and distributed promotional materials, including brochures and flyers, for university recruitment events.
* Managed and updated the office's social media presence, responding to prospective student inquiries and posting daily updates.
* Assisted in organizing and staffing campus tours and information sessions for over 200 prospective students.

**Skills**

* **Digital Marketing:** Social Media Management (Instagram, Facebook, TikTok), Content Creation (Graphics, Video), SEO (basic keyword research), Email Marketing, Google Analytics
* **Marketing Fundamentals:** Market Research, Consumer Behavior, Brand Awareness, Campaign Support, Advertising Principles
* **Software:** Microsoft Office Suite (Word, Excel, PowerPoint), Canva, Mailchimp, Hootsuite, Google Analytics
* **Soft Skills:** Creativity, Communication (Written & Verbal), Writing & Editing, Collaboration, Attention to Detail, Analytical Thinking, Adaptability

**Projects**

**Capstone Project:** Integrated Marketing Campaign, Governors State University, January 2025 – May 2025

* Developed a comprehensive integrated marketing plan for a fictional sustainable fashion brand launch, including market segmentation, positioning, and promotional strategies.
* Created mock-up advertisements (print, digital banners) and digital campaign assets (social media posts, email newsletter).
* Presented campaign strategy and expected ROI to a simulated executive board.

**Student Organizations & Clubs**

**Social Media Coordinator** – GSU Marketing Association September 2023 – Present

* Manage the association's social media channels (Instagram, LinkedIn), increasing follower count by 20% in one semester (Fall 2023).
* Develop content calendars and run promotional campaigns for club events (e.g., guest speaker series, networking mixers).

**Member** – GSU Advertising Club, February 2024 – Present

* Participate in workshops on advertising campaign development and creative strategy.