

Aaliyah Johnson

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SUMMARY

Driven and detail-oriented recent graduate with a passion for brand strategy and consumer insights. Proven ability to leverage data analytics and creative thinking to enhance brand positioning and drive engagement.

EXPERIENCE

Marketing Intern

Jan 2022 - Present

Creative Solutions Agency, Los Angeles, CA

- Assisted in developing a social media campaign that increased engagement by 25% over three months.
- Conducted market research and competitor analysis to inform brand strategies, resulting in a 15% increase in client project success rates.
- Collaborated with design teams to create compelling marketing materials, improving client presentations and pitches.

Brand Ambassador

Jan 2021 - Dec 2021

Local Apparel Brand, Los Angeles, CA

- Increased brand awareness through promotional events, resulting in a 30% growth in social media followers.
- Engaged with customers to gather feedback and insights, directly contributing to product development decisions.
- Executed effective outreach strategies that improved event attendance by 40%.

Marketing Assistant (Part-Time)

Sep 2019 - May 2021

University Marketing Department, Los Angeles, CA

- Supported the launch of a campus-wide branding initiative that enhanced student engagement with university programs by 20%.
- Managed social media platforms, creating content that drove a 50% increase in online interactions.
- Assisted in organizing promotional events and campaigns that attracted over 500 participants.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Southern California, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Data Analysis, Content Creation, SEO Optimization, Market Research

Tools & Frameworks: Google Analytics, Hootsuite, Canva, Mailchimp