

Jasmine Patel

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SUMMARY

Motivated and creative recent graduate with a passion for social media marketing and community engagement. Proven ability to develop compelling content strategies and grow brand presence through innovative campaigns.

EXPERIENCE

Social Media Intern

Jan 2022 - Present

Creative Agency Inc., Los Angeles, CA

- Increased client social media engagement by 35% through targeted content strategies and audience analysis.
- Developed and managed a content calendar that boosted brand awareness, leading to a 20% increase in followers within 3 months.
- Utilized Hootsuite and Canva for scheduling posts and designing graphics, streamlining workflow by reducing content preparation time by 15 hours per month.

Marketing Assistant

Sep 2020 - Dec 2021

Campus Marketing Team, University of California, Los Angeles

- Assisted in promoting university events, resulting in a 50% increase in attendance through effective social media campaigns.
- Conducted surveys to gather feedback for social media strategies, enhancing engagement rates by 40%.
- Collaborated with a team to create and execute social media content that aligned with campus initiatives.

EDUCATION

Bachelor of Science in Marketing

May 2022

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

SKILLS

Technical Skills: Content Creation, Data Analysis, SEO Optimization, Social Media Strategy

Tools & Frameworks: Hootsuite, Canva, Google Analytics, Sprout Social