Sarah Jones

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QUALIFICATIONS PROFILE

Highly creative, trend-savvy emerging professional positioned to excel within fast-paced digital marketing environment. Well-versed in SEO strategy development, keyword research, and website optimization.

* Superb writing and graphic design talents complemented by ability to easily build rapport within social media venues including Facebook, Google+, Twitter, Instagram, SnapChat, and LinkedIn.
* Practical “hands’ on” internship experience in segmented email campaign development and social media management.
* ***Technical Proficiencies***: Microsoft Office Suite, Adobe Creative Suite, WordPress, Campaign Builder, Google AdWords, Google Analytics, Facebook Analytics; advanced command of HTML and CSS.

EDUCATION

**Bachelor of Business Administration in Marketing** (2019); GPA 3.7

Southern Methodist University, Dallas, TX

*Betta Gamma Sigma Honor Society; Golden Key*

INTERNSHIPS

MAJOR MARKETING CORPORATION, Dallas, TX

**Marketing Intern***,* April 2019–June 2018

Tasked with creating and launching daily eblasts and calls-to-action for high-velocity email campaigns. Identified target audiences, tracked unsubscribes, and monitored spam complaints.

* Honed expertise in template design, A/B testing deployment, market analytics, and lead management.
* Recognized by senior management for success in landing **89%** of lead conversions.

WESTERN GEAR, Dallas, TX

**Social Media Intern***,* September 2018–December 2018

As intern for upscale clothing retailer, wrote and scheduled posts on social media platforms including Facebook, Twitter, Google+, and Pinterest. Took and edited digital photographs of sales items; generated and analyzed social media performance reports using Google Analytics and Facebook Analytics.

* Increased Facebook audience by more than 2,000 “likes” by actively managing user conversations and encouraging repeat engagement.
* Launched and built company’s first-ever Pinterest and Instagram sites.

WORK EXPERIENCE

DALLAS CLOTHIERS, Dallas, TX

**Sales Assistant***,* June 2017–June 2019

Concurrent with education, provided attentive customer service to clients of family-owned clothing boutique. Merchandised products and assisted clients with their selections. Operated POS system.

* Used WordPress to create new digital sales website for store.