

STUDENT NAME

Melbourne, FL 32901 | 555 555 5555 | email | LinkedIn URL

PERSONAL SUMMARY

Dedicated professional and business owner with 4+ years of experience in branding and operating a successful online business. Seeking an opportunity to help other organizations and entrepreneurs increase their revenue and business reach by using online platforms such as Social Media, Email Marketing and Blogging.

EDUCATION

- **Florida Institute of Technology | Melbourne, FL – USA** **Dec 20xx**
Master's Degree in Business Administration and Management (MBA)
- **Federal University of Paraiba | João Pessoa, PB – Brazil** **June 20xx**
Bachelor's Degree in Foreign Languages Applied to International Negotiations
- **Centro Universitário UNINTER | Curitiba, PR – Brazil** **Dec 20xx**
Associate's Degree in International Trade

SKILLS

- **Technical:** Digital Marketing, Data Analysis, Market Research, MailChimp, WIX, Wordpress, Microsoft Office, SEO, Hootsuite, Google Analytics, Social Media, Video Editing, Canva, Adobe Premiere, Photoshop, Facebook Ads
- **Interpersonal:** Cooperation, Communication, Adaptability, Creativity, Planning, Leadership, Coaching
- **Languages:** English, Portuguese, Spanish, French

EXPERIENCE

Founder, CEO & Marketing Director | Online Business **July 2023 – Present**

- Established a network of over 750 clients, an online audience of 100k+ followers on Instagram, YouTube, Facebook, and an email list with over 8k contacts by utilizing knowledge and practice of astrology to implement the company's content strategy
- Created more than 300 email marketing campaigns with an average of 20% opening rate, and 12% click rate
- Developed 2 online courses and 4 workshops purchased by more than 200 clients, and 2 e-books downloaded more than 10k times
- Apply SEO strategies to maintain a blog that receives an average of 171k organic impressions and 10.5k organic clicks per month
- Continuously improve landing and sales pages on company's WIX website to increase conversion rates, promote services, products, and capture leads
- Designed Facebook and Instagram ads to promote content and products among target audiences

Marketing Assistant | Florida Tech | Melbourne, FL **Sep 2022 – Present**

- Collaborate with the marketing team to plan and implement inbound and content marketing strategies
- Contribute to the creation of brand content by covering events on campus, conducting interviews with students, faculty, and alumni
- Amplify Florida Tech's reach, brand awareness and engagement within the community, and campus by helping the marketing team design ideas and posts for social media
- Write stories and promotional content for the university's news site, magazine, and admissions brochure

International Business Development Executive | Micapel Slate | Pompeu, MG - Brazil **Jan 2019 - April 2022**

- Maintained client-relationships with over 40 wholesalers and retailers from Canada and the US
- Represented the company and pitched its products at International Stone Shows held in Brazil and in the US
- Traveled the US and Canada to 60+ companies, improving client relationships and developing new business among potential buyers

ASSOCIATIONS

- American Marketing Association - Member
- International Advertising Association - Secretary