

## SAMPLE STUDENT

Palatine, IL 60067 | 847-555-1212

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## SOCIAL MEDIA SPECIALIST

Detail-oriented Social Media Specialist with a strong foundation in business administration and social media management. Experience in content creation, performance analysis, digital marketing strategies, branding and engagement across multiple platforms. Proficient in managing diverse social media channels including TikTok, YouTube, Instagram and X. Adept at using Adobe Creative Suite. Passionate about leveraging social media to create engaging campaigns and drive brand growth.

### EDUCATION

Harper College, Palatine, IL

Associate in Applied Science, Business Administration-Social Media Specialist

May 20xx

GPA: 3.95 / 4.0

#### Relevant Coursework

Principles of Marketing

Principles of Management

Internet Marketing

Social Media Management and Measurement

Social Commerce and Sales

Strategic Communication for Digital World

Entrepreneurship

Managerial Accounting

### SKILLS

Microsoft Office: Word, Excel, and PowerPoint

Social Media Platforms: TikTok, Instagram, YouTube, X, Facebook and LinkedIn

Adobe: InDesign and Photoshop

### INTERNSHIP EXPERIENCE

Errand Company, Chicago, IL

#### Marketing Intern

May 20xx to August 20xx

- Assisted marketing department with branding and designing print material using Adobe Creative Suite programs to update branding of company
- Updated website content for multiple hospital and corporation websites
- Monitored social channels and created and analyzed monthly reports on performance
- Researched information about local events, community activities and businesses in Chicago area and worked on team to develop new ways to promote events
- Participated in creating new posts and updates for current clients on TikTok, Facebook, X, Instagram, YouTube and LinkedIn for targeted e-marketing campaigns

### WORK EXPERIENCE

Macy's, Schaumburg, IL

#### Sales Associate

September 20xx to Present

- Greet customers and determine their needs and work closely to fulfill needs
- Answer customer's questions regarding store and merchandise and explain use and care of merchandise
- Restock store following merchandising plan and help maintain floor displays

### VOLUNTEER EXPERIENCE

SAG Youth and Family Services, Chicago, IL

June 20xx to Present

- Help maintain and manage content for website and social media with other volunteers
- Develop videos, PowerPoint and other media tools for presentations and online use based on needs of marketing and communication management team

### ACTIVITIES

Harper College, Palatine, IL

Business & Entrepreneurship Club

Vice-President

August 20xx to May 20xx