Logan Hall

**Marketing Assistant**

Denver, CO 80203 | (720) 555-1189

logan.hall@email.com LinkedIn | Portfolio:

**Marketing graduate with hands-on internship experience in social media and content creation. Skilled in Canva, SEO basics, and performance tracking. Brings creative thinking and a drive to support marketing goals from day one.**

# Key Skills

**Campaign scheduling - Expert Canva - Proficient**

**Content writing - Competent Google Analytics - Competent**

**Social media marketing - Competent Tagline and copy editing - Amateur**

# Professional Experience

## Marketing Intern

*Sierra Brands | Denver, CO May 2023 - August 2023*

 Created 30+ branded social posts that increased Instagram engagement by 45% over one campaign cycle

 Wrote product copy and blog content, improving email click-through rates by 18% through clearer messaging

 Analyzed audience behavior using Google Analytics, helping team refine targeting strategy across two ad platforms

## Sales Associate

*Retail Edge | Denver, CO June 2021 - May 2023*

 Assisted 100+ weekly customers and maintained a 97% satisfaction score through responsive, friendly service

 Led weekend display resets, improving foot traffic to featured products and raising in-store conversions by 12%

 Processed sales and handled returns, maintaining accuracy in transactions and inventory reconciliation

# Education

**Bachelor of Science (B.S.) in Marketing** May 2024 University of Colorado Denver | Denver, CO

# Certiications

**HubSpot Content Marketing Certiication | 2024 Google Analytics for Beginners | 2023**