

Logan Hall

Marketing Assistant

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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

Certifications

HubSpot Content Marketing Certification | 2024

Google Analytics for Beginners | 2023