

(415) 555-6789

jessica.morgan@gmail.com

San Francisco, CA

EDUCATION

Bachelor of Science in Business Administration

University of California, Berkeley, CA

2020 - 2024

- GPA: 3.8/4.0
- Relevant Courses: Marketing Analytics, Consumer Behavior, Product Strategy

Certifications

- Google Analytics Certification** - Issued Feb 2024
- HubSpot Inbound Marketing Certification** - Issued Mar 2024

SKILLS

- Market Research
- Content Development
- Data Analysis (Excel, Google Analytics)
- Social Media Management
- Copywriting

JESSICA MORGAN

PRODUCT MARKETING MANAGER

PROFESSIONAL SUMMARY

Enthusiastic marketing graduate with hands-on internship experience and a passion for driving go-to-market strategies. Seeking an entry-level Product Marketing Manager role to leverage analytical skills, creativity, and market insights at a forward-thinking tech company.

EXPERIENCE

- June 2023 - August 2023

Marketing Intern

Upward Labs / San Francisco, CA

- Created content for product launches, including email campaigns and landing pages, resulting in a 15% increase in early sign-ups.
- Conducted market research and competitor analysis for SaaS product features, contributing to strategy recommendations.
- Collaborated with cross-functional teams to ensure product messaging aligns with target audience needs and brand guidelines.
- Assisted in executing A/B testing for email campaigns, increasing engagement rates by 10%.

- August 2021 - May 2022

Campus Ambassador

Google / Berkeley, CA

- Promoted Google Cloud products on campus, driving awareness through events and generating leads for free trials.
- Organized and hosted on-campus workshops, consistently attracting 50+ students per event.
- Designed marketing collateral and social media content that improved student engagement by 20%.
- Collected user feedback and reported insights to Google's regional marketing team to influence future campaigns.

PROJECTS

- September 2023 - November 2023 / Product Launch Strategy for a Fintech App

Capstone Project

- Developed a go-to-market strategy, including positioning, messaging, and launch plan, for a hypothetical fintech app targeting Gen Z users.