



# Charles Peoples

Marketing Assistant

## CONTACT

(555) 123-4567

charlespeoples@email.com

San Diego, CA

## EDUCATION

### Bachelor of Arts in Marketing

University of California, San Diego

Expected Graduation: May 2025

## LINKS

LinkedIn: /in/charlespeoples

## PROFESSIONAL SUMMARY

Enthusiastic marketing student with strong interpersonal skills and a passion for digital engagement. Seeking a Marketing Assistant role at Fresh Perspectives Marketing to support campaign execution and content management.

## EXPERIENCE

**Marketing Intern** 2024 - 2024

**BrightWave Communications, San Diego, CA**

- Assisted in managing and scheduling social media content across platforms, contributing to a 15% increase in follower engagement.
- Coordinated with team members to execute email campaigns, achieving an average 20% open rate and 5% click-through rate.
- Conducted competitor analysis and presented findings to senior marketers to guide future campaigns.
- Supported event planning and promotions for community outreach programs, resulting in a 25% attendance boost.

**Sales Associate** 2021 - 2023

**Target, San Diego, CA**

- Delivered excellent customer service, consistently receiving positive feedback from customers.
- Developed and maintained strong organizational skills by managing product inventory and assisting in weekly sales reports.

## SKILLS

Social Media Management: Hootsuite, Buffer ★★★★★

Microsoft Office: Word, Excel, PowerPoint ★★★★★

Google Analytics (basic proficiency) ★★★★★

Strong written and verbal communication ★★★★★

## EXTRACURRICULAR ACTIVITIES

**Member** 2022 - Now

**Marketing Club, University of California, San Diego**

- Engage in workshops on digital marketing trends and attend talks from industry leaders.
- Collaborate with peers on a social media campaign project for a local non-profit.