

JANE PARKER

Social Media Marketing Intern

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Chicago, IL



PROFESSIONAL SUMMARY

Dedicated marketing student with a passion for social media strategy and campaign management. Seeking a Social Media Marketing Intern position at ClearSky Media Group in Chicago to leverage creative and analytical skills to drive brand growth.

EDUCATION

Bachelor of Arts in Marketing

University of Illinois at Chicago | May 2025

- Relevant Coursework: Digital Marketing, Advertising Strategies, Data Analytics

Certifications

- Google Analytics Certification | Completed May 2025
- HubSpot Content Marketing Certification | Completed April 2025

SKILLS

- Social Media Management (Facebook, Instagram, Pinterest) Expert
- Analytics Tools (Google Analytics, Hootsuite) Expert
- Campaign Planning and Execution Expert
- Competitor Analysis Expert
- Hashtag Research and Strategy Expert
- Basic Graphic Design (Canva, Photoshop) Expert
- Copywriting for Social Media Expert

EXPERIENCE

2024 - 2024

Social Media Marketing Intern The Green Market Co. / Chicago, IL

- Created and scheduled daily content across Instagram, Facebook, and Pinterest, increasing follower count by 18% in three months.
- Monitored and reported on campaign performance using Hootsuite and Google Analytics, improving ad engagement by 22%.
- Assisted in planning and executing influencer collaborations, resulting in a 10% boost in online store sales.
- Conducted competitor analysis and recommended strategies to improve brand visibility and audience targeting.

2024 - 2024

Marketing Assistant (Part-Time) Local Treats Bakery / Chicago, IL

- Designed promotional flyers and managed the bakery's Instagram page, doubling weekly story views.
- Implemented a hashtag strategy that increased profile reach by 15%.
- Organized and promoted weekly giveaways, boosting follower engagement by 30%.
- Collaborated with the owner to craft engaging email campaigns for seasonal offers.