

John Dough

Big Town, NJ

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SUMMARY

Marketing professional with seven years of experience creating impactful campaigns for new products and services. Expert in creating social media campaigns and conducting market research to determine marketing strategies.

EDUCATION

Bachelor of Arts in Communication (GPA 3.8)

September 2015-May 2019

Pastry City University, Pastry City, NJ

EMPLOYMENT

Head Marketing Coordinator

January 2025-Present

Smart Cookie Bakery Company

- Assess marketing operations and implement new policies to streamline organizational marketing efficiency

Public Relations Specialist

September 2019-October 2024

Big Marketing Firm Inc

- Authored articles for press releases and coordinated crisis communication

Product Marketing Intern

September 2018-May 2019

Groceryville Store

- Streamlined store's customers surveys to determine customer product preference and reasoning
- Collaborated with distributors to advertise products with less sales

Volunteer

May-August 2018

Big Town Animal Shelter

- Created and managed the shelter's social media accounts to share pictures of animals up for adoption
- Increased rate of adoptions by 25% for the quarter

PROFESSIONAL SKILLS

Market Research

Event Planning

Content Creation

Conflict Resolution

Active Listening

Empathy