

John Dough
Big Town, NJ
123-456-7890
jdough@smartcookiebakery.email

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.

Skills

Hard skills: Market research, Event planning, Content creation
Soft skills: Conflict resolution, Active listening, Empathy

Education

Bachelor of Arts in Communication (GPA 3.8)
September 2015-May 2019
Pastry City University, Pastry City, NJ

Jobs

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