

Gavin Belson

• New York City, New York • gavin.belson@email.com • (212) 555-8847 • in/gavinbelson

EXPERIENCE

Marketing Assistant | Ogilvy

June 2021 - Present, New York, NY

- Implemented promotional tactics that led to a 10% growth in social media engagement and aided in content creation for email marketing and assisting with CRM campaigns.
- Successfully served as primary contact for partnerships with local influencers and organizations and oversaw the quality of daily operations including employee performance and customer satisfaction.

Social Media and Marketing Intern | VaynerMedia

June 2020 - June 2021, San Francisco, CA

- Monitored and maintained Facebook, Twitter, and Instagram accounts of up to 60,000 followers.
- Designed and scheduled content using Twitter Ads, Facebook ads manager, and various CMS.
- Assisted with monthly social media metrics reporting and developed Social media contests and other promotional tools to create awareness of events.

Administrative Assistant | Publicis Groupe

June 2019 - June 2020, Charlotte, NC

- Proofread and edited promotional flyers, signage, and calendars and ensured all processed payments monthly.
- Audited accounts for timely payments and assisted with the collection of past invoices.

Front Desk Supervisor | Equinox

June 2018 - June 2019, Atlanta, GA

- Managed a team of 15+ employees to deliver quality fitness services and provided constructive feedback to employees during quarterly performance reviews.
- Offered service information in person, through email, and over the phone using Salesforce and promoted quality customer service by assessing customer needs and resolving concerns.

EDUCATION

Bachelor of Science in Marketing | New York University

Minor in Data Science, 3.69, June 2019

CERTIFICATIONS

Google Data Analytics - Professional Certificate | Google Analytics

2021

- Able to analyze internal website data & paid, non-paid marketing data.

HubSpot Inbound Marketing & Content Marketing | HubSpot

2021

- Offer relevant content and lead nurturing experiences to leads and customers and optimize marketing processes using automation strategies and AI tools.

Google Search Ads Certification | Google Search Ads

2020

- Develop a Google Search strategy with wider company marketing plans and generate a plan to increase leads, sales or web traffic using Google Search campaigns.

SKILLS

Industry Knowledge: Social Media Management, Email Marketing

Technical Skills: Salesforce, Hubspot, Asana, Microsoft Office 360, Google Workspace