

# Mark Etting

Fort Collins, CO 555-555-5555 Mark.Etting@gmail.com  
LinkedIn.com/in/mark.etting @mark-etting Mark.Etting24

## SOCIAL MEDIA COORDINATOR PROFILE

Well-developed social media strategist with knowledge of contemporary trends. Excelled in hands-on social media internship and marketing course work. Experience successfully increasing revenue by 10% through social media strategies.

### SOCIAL MEDIA PLATFORMS

Facebook ♦ Instagram ♦ Snapchat ♦ YouTube ♦ TikTok ♦ Twitter ♦ Pinterest ♦ LinkedIn

### MARKETING SKILLS

Google Analytics ♦ Adobe Creative Cloud ♦ WordPress ♦ Squarespace ♦ Video Production  
Audacity ♦ Final Cut Pro ♦ SEO ♦ Project Management ♦ Event Planning

## EDUCATION

Colorado State University | Fort Collins, CO May 20XX  
Bachelor of Science: Business Administration GPA: 3.7  
Concentrations: **Marketing and Management**  
University Honors Scholar Thesis: *How Branding Affects Consumer Willingness to Purchase*  
Certificate: **Entrepreneurship**

## SOCIAL MEDIA EXPERIENCE

**Social Media Intern** | ASAP SPECIAL EVENTS | Colorado State University Dec 20XX - Present  
♦ Market 15 campus events on Twitter, YouTube, and Instagram; attracted 3,000+ attendees  
♦ Increased event sales by 10% from last year through integrating Facebook, Snapchat, and Pinterest into marketing efforts  
♦ Communicated with followers of Instagram daily by posting over twice per day

**Colorado Eagles Hockey Ticket Sales** | BUYER BEHAVIOR CLASS (MKT 361) - CSU Fall 20XX  
♦ Created Instagram followers during 3 Eagles games to promote future ticket sales  
♦ Developed target market for Eagles tickets and strategically ran Facebook campaigns  
♦ Utilized guerilla marketing campaign resulting in achieving top performer out of 30

## ADDITIONAL EXPERIENCE

**Customer Service Assistant** | 24 HOUR FITNESS | Slow Rapids, UT Jan 20XX – Aug 20XX  
♦ Recognized as *Outstanding Employee of the Month* within first 3 months of employment for training staff on social media  
♦ Sold most memberships and training sessions among sales staff 4 months in a row  
♦ Created Instagram account promoting programs and services resulting in 2,000+ followers

## LEADERSHIP

**President & Member** | MARKETING CLUB | Colorado State University Feb 20XX - Present  
♦ Restarted club after inactivity for 2 years, resulting in 100 members  
♦ Co-sponsored event that brought in 20 employers and 75 students  
♦ Used Facebook and LinkedIn to market club and attract members