

# JANE SMITH

professional.email@gmail.com | (304) 555-1138 | janesmithpr.wordpress.com  
linkedin.com/in/janesmithmedia

## EDUCATION

**West Virginia University**, Morgantown, WV Expected: May XXXX  
Bachelor of Science in Integrated Marketing Communications GPA: 3.5/4.0

**Relevant Coursework:** Advertising & PR Audience Insights & Analysis, Branded Content & Narrative, Strategic Social Media, Audience Psychology and Behavior, Principles of Marketing

## RELEVANT EXPERIENCE

### Consumer Trend Insights Intern (remote)

*Spate*, New York, NY January XXXX–May XXXX

- Supported the development of client-facing and 10 internal trend reports across beauty, food, beverage, and wellness
- Conducted deep-dive research to uncover cultural drivers behind emerging trends
- Assisted with building out visual assets in Adobe Creative Suite and copy for newsletters, social posts, and campaigns in Microsoft Office
- Supported event-related marketing and on-site activations by producing live streams on TikTok and Instagram; Edited media post-event for future social media promotion

### Media Planning Intern

*Digital Media Workshop*, New York, NY June XXXX–August XXXX

- Organized and categorized creative assists based on digital KPI performance
- Managed digital traffic sheets, ensuring accurate and timely digital media activation
- Gained proficiency in media programs such as Spectra OX, DoubleClick, and Prisma

## WORK EXPERIENCE

### Writer/Editor

*WVUGo and Campus Recreation*, Morgantown, WV August XXXX–Present

- Create content for web pages, emails, 3 social media posts weekly, and 2 monthly newsletters; including writing and editing to the specific requirements of social medias
- Produce and distribute exciting content related to Campus Recreation and Adventure WV

## SKILLS/CERTIFICATIONS

DoubleClick AdX for Buyers | DoubleClick Campaign Manager | Google Analytics | Hootsuite  
Proficient in Spectra OX and Prisma | Proficient in Adobe Creative Suite | Canva | Social Media:  
Instagram & TikTok | CRM Software

## HONORS

President's List, **West Virginia University** Fall XXXX, XXXX and Spring XXXX  
Dean's List, **West Virginia University** Spring XXXX  
Climb Higher Scholarship, **West Virginia University** August XXXX–May XXXX