

# CANDACE CHEN

123 Your Street,  
San Francisco, CA 12345  
candacechen@example.com  
(123) 456-7890

## EDUCATION

### Bachelor of Arts (B.A.) Marketing

University of San Francisco,  
San Francisco, CA  
September 2017 - May 2021  
GPA: 3.8

## KEY SKILLS

- Digital Marketing
- Social Media Campaigns
- Brand Awareness
- Marketing Research
- Copywriting
- HootSuite

A Digital Marketing Specialist with entry-level experience specializing in social media marketing, campaign strategy, brand consistency, and email marketing. A strong history of establishing brand voices for Facebook, Twitter, and Instagram social media channels to improve engagement and grow audiences.

## PROFESSIONAL EXPERIENCE

### Digital Marketing Specialist

Atella Clothing Inc., San Francisco, CA | May 2021 – Present

- Oversee social media accounts for a boutique clothing startup, analyze KPIs and campaign performance, and identify strategies to refine brand voice and connect with target audiences, resulting in a 50% increase in engagement
- Grow followership by 40% on Twitter, 55% on Instagram, and 80% on Facebook by scheduling posts during high peak traffic using HootSuite
- Coordinate with the marketing team to evaluate customer responses and create marketing materials in support of new clothing lines for the brand
- Craft marketing copy for social media posts and email marketing campaigns

## ACADEMIC EXPERIENCE

### Social Media Intern

University of San Francisco, San Francisco, CA | May 2020 – May 2021

- Supported the university marketing department in creating social media posts for current events and university functions to drive student engagement
- Provided recommendations to improve social media outreach for underrepresented groups and increase inclusion and cultural awareness