**Jessy Smith**

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**Summary**

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| Recent Digital Marketing graduate with honours degree from the University of ABC and practical experience managing digital content across multiple platforms. Skilled at website and SEO optimisation, campaign analysis, and digital copywriting. Looking to secure a digital marketing position or similar to utilize my current skills and knowledge and also to further develop these skills in a fast-paced environment. **Education** |
| **University Name**(year – year).. BSc (Honors): programKey skills:* Digital Marketing Strategies
* Content Creation and Management
* SEO and SEM Optimization
* Marketing Analytics and Campaign Analysis
* Social Media Marketing
* Marketing Communications
* Website Development and Optimization

**Projects** |
| * **Digital Marketing Campaign for Local Business:** Developed and executed a comprehensive digital marketing campaign for a local retail business, aiming to increase online presence and sales. Skills employed
	+ SEO Optimization: resulted in a ??% increase in organic traffic
	+ Content Creating: resulted in 25% increase in user engagement
	+ Campaign analysis: adjusting strategies to maximize ROI
	+ Social Media Marketing: boosting follower counts by 40%
* **E-commerce Website Development for ABC:** Played a key role in the development and launch of an e-commerce website for Fashion4U, facilitating online sales during peak seasons.
	+ Website Development: Using HTML, CSS, and JavaScript.
	+ Digital Copywriting: Effectively showcased the brand and its offering
	+ SEO and SEM: resulted in 50% increase in online sales
	+ Data analytics: Monitored website performance using Google Analytics

**Work History** |
| **Sales assistant (Part Time) at ABC****(year – present)*** Responsible for designing attractive merchandise displays, delivering outstanding customer service, and consistently meeting planned sales targets.
* Handle customer complaints effectively to ensure satisfactory resolutions, escalating issues to the Store Manager when needed.
* Maintain well-stocked and immaculate shelves and displays.

**Music Teacher*** Provided private music lessons to students of various ages.
* Recorded and published tracks on Soundcloud and YouTube, showcasing musical talent and creativity.
* Organized and performed in local music events and recitals.

**References** |

* **References are available upon request**