

# MINT TO BE CAREER RESUME SAMPLE

Lansing, MI | 999-999-9999 | resume@gmail.com

## WRITER & EDITOR

*BRAND MANAGEMENT | CONTENT CREATION | DIGITAL MARKETING*

Innovative writer with over 10 years of experience developing strategic marketing and advertising campaigns through captivating storytelling. Exceptional ability to inspire audience through creation of engaging messaging congruent with brand identity. Demonstrated talent in synthesizing the collective vision of creative partners leading to increased revenue and brand awareness. Analytical problem solver adaptable to restrictive deadlines.

### CAREER HIGHLIGHTS

- Increased a non-profit organizations social media engagement to over 3K views per month
- Created compelling email content for a client leading to consistent \$1K increase in revenue
- Enhanced Facebook visibility for a political candidate leading to an increase in over 11K followers

### KEY SKILLS

Storytelling | Information Management | Team Synergy | Editorial Process | Social Media  
Microsoft Office | Adobe Acrobat | WordPress | Google Ads | Web Analytics | SEO/SEM

### EXPERIENCE

XXXXXXXXXX — Lansing, MI

#### Digital Marketing Coordinator

May 2020 – September 2020

- Managed the concept development to publication process of engaging creative marketing content that led customers through the buyer's journey
- Collaborated with a project manager in concept creation producing blogs, emails, website information, landing pages, and social media posts for clients across various industries
- Revised and implemented marketing content for accuracy, voice and style while remaining versatile to the evolving needs and goals of each client
- Streamlined the editing process with project managers to improve communications and time efficiency
- Implemented the use of Creative Briefs to generate stronger goal continuity

XXXXXXXXXX — Lansing, MI

#### Content Manager/Writer

January 2019 – March 2020

- Crafted blogs, emails, and website content for a variety of clients across industries
- Managed diverse caseload of clients via remote communication and ensured consistent delivery of services within designated deadlines
- Increased blog viewership and engagement through targeted messaging
- Generated emails for one client consistently earning over \$1K in increased revenue

XXXXXXXXXX — Mason, MI

#### Communications and Training Analyst

April 2018 – April 2019

- Researched and revised end-user communication for projects and IT related issues
- Designed and updated training materials and documentation for greater efficiency
- Oversaw the planning and delivery of a department-wide technology conference

XXXXXXXXXX — Grand Rapids, MI

**Content Associate**

**July 2017 – February 2018**

- Utilized WordPress to developed descriptive and engaging copy for blogs websites, landing pages, Facebook/Google Ads, social media, & marketing materials across multiple industries
- Collaborated with team to create communication strategies outlining the content efforts, digital strategies, social media plans to help clients reach marketing benchmarks
- Optimized for SEO and Google Analytics multiple blogs and calendars

XXXXXXXXXX — Grand Rapids, MI

**Content Creator**

**January 2017 – June 2017**

- Composed blogs, landing pages, and emails tailored to the Inbound Marketing Methodology
- Collaborated with design team to produce e-books, guides, and infographics leading to sales increase
- Conducted research and created targeted communications to consumers in different stages of the buyer's journey resulting in an increase of new leads

XXXXXXXXXX — Lansing/Grand Rapids, MI

**Editor/Project Editor/Feature Writer**

**March 2013 – January 2019**

- Promoted four times over six years for exemplary work and contribution to the brand
- Wrote, proofread and edited articles centering around entrepreneurship in Grand Rapids
- Produced five articles a week telling the stories of innovative companies growing, expanding and creating jobs in the Lansing area

XXXXXXXXXX — Lansing, MI

**Content Manager/COO**

**January 2014 – January 2017**

- Created engaging stories related to the journeys of Lansing startup companies
- Compiled a weekly newsletter, Startup Spotlights, and social media posts to grow digital traffic

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**EDUCATION**

GRAND VALLEY STATE UNIVERSITY — Allendale, MI  
**Bachelor of Arts**, Creative Writing, August 2007

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**CERTIFICATIONS**

Inbound Marketing, Content Marketing and E-Mail Marketing — HubSpot