

MICHAEL SMITH

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SUMMARY OF QUALIFICATIONS

- Experience with digital marketing strategies and event planning
- Strong content creation skills using text, images, and videos
- Ability to engage audiences using Twitter, Facebook, Instagram, and YouTube
- Intermediate knowledge of Adobe Photoshop and Illustrator
- Experience with Google Analytics and social media platform analytics

EDUCATION

University of California - Berkeley

May 2020

Bachelor of Arts in English
Minor in Creative Writing

Los Angeles City College

May 2018

Associate of Arts in English

EXPERIENCE

Odoo, San Francisco, CA

May 2019 - Present

Digital Marketing Intern

- Produce engaging video and written content to engage Odoo's online community, which increased engagement by 15%
- Analyze keywords to determine effectiveness of campaigns to increase company's visibility using Google Analytics
- Design eye-catching graphics using Adobe Photoshop and Illustrator to promote services to clients
- Support operations for events to promote the brand and engage new clients through trade shows, trainings, and other events

UC Berkeley Publications and Media Center, Berkeley, CA

September 2018 - May 2019

Center Assistant

- Coordinated the calendar for use of meeting space and the studio for sound and film recordings
- Provided professional and courteous assistance to Media Center users
- Communicated updates and issues to the colleagues and leaders through Google chat, email, and meetings

Beelife Snacks, San Francisco, CA

June 2018 - May 2019

Marketing Intern

- Built brand awareness while educating potential customers about products through in-store demos and community events
- Partnered closely with stores to support their marketing and sales strategies and share tools and best practices identified throughout stores
- Increased brand following by 10% by creating engaging text and images through Facebook, Twitter, and Instagram
- Analyzed users engagement with the company through analytics tools for social media platforms

ACTIVITIES

- Berkeley Fiction Review Sudden Fiction Contest, 3rd Place

May 2019