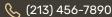


John Peterson

Digital Marketing Intern



CONTACT



john.peterson@email.com

O Los Angeles, CA



EDUCATION

Bachelor of Arts in Marketing

University of California, Los Angeles (UCLA)

- GPA: 3.8/4.0
- Expected Graduation: June 2025



LinkedIn: /in/johnpeterson



PROFESSIONAL SUMMARY

Detail-oriented marketing student at UCLA seeking a Digital Marketing Internship at Redwood Digital in Los Angeles to leverage skills in SEO, PPC campaigns, and analytics to help drive measurable results.

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SKILLS

Search Engine Optimization (SEO)	****
Google Ads and Facebook Ads	****
Google Analytics Certified	****
Content Management Systems (WordPress)	****
Keyword Research Tools (SEMRush, Ahrefs)	****



EXPERIENCE

Marketing Assistant

2024 - 2024

Greenline E-Commerce, Pasadena, CA

- Conducted keyword research to optimize over 50 product pages, increasing organic search traffic by 30%.
- Monitored and reported on Google Ads campaigns with a ,000 monthly budget.
- Analyzed website performance using Google Analytics, presenting insights to stakeholders for actionable improvements.

EXTRACURRICULAR ACTIVITIES

UCLA Digital Marketing Society

- Participated in weekly workshops on advanced SEO techniques and campaign management.
- Led a team project to create a mock PPC campaign, improving ad spend efficiency by 20%.



COURSES

Google Analytics Individual Qualification (GAIQ)

June 2024

HubSpot Content Marketing Certification

May 2024