






John Peterson

Digital Marketing Intern

CONTACT

-  (213) 456-7890
-  john.peterson@email.com
-  Los Angeles, CA

EDUCATION

Bachelor of Arts in Marketing

University of California, Los Angeles (UCLA)

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

LINKS

 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.

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