

Samuel Richards

(413) 123-4567 | [LinkedIn.com/in/SamRichards](https://www.linkedin.com/in/SamRichards) | richardss10@gmail.com

EDUCATION

University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

Master of Business Administration (MBA); Candidate, May 20XX

- Cumulative GPA: 3.87
- Relevant Coursework: Business Intelligence & Analytics; Financial & Managerial Accounting; Project Management; Business Application Development (Python); Project Management

Boston College

Newton, MA

Bachelor of Business Administration in Marketing; Candidate, May 20XX

- Cumulative GPA: 3.46
- Saint Oscar A. Romero Scholar

EXPERIENCE

Boston Digital

Charlestown, MA

Account Executive

January 20XX – September 20XX

- Utilized Google Analytics and Ads to monitor campaign performance, generate insights, and make data-backed recommendations to optimize campaigns to improve conversions by 4%
- Developed and executed comprehensive digital advertising strategies tailored to clients' unique business objectives, resulting in average amplification of brand visibility by 15% and client sales by an average of 5%
- Directed entire spectrum of campaign management, coordinating seamless journey from consultative discussions and strategic planning to implementation, ongoing optimization and insightful reporting for 10+ clients

Live Nation Entertainment

Houston, TX

Marketing Intern

May 20XX – August 20XX

- Supported coordination of influencer partnerships and outreach to facilitate 15 collaborations that increased impressions by 5% and captured 1500+ followers across all social media platforms
- Managed databases and Salesforce to maintain accurate customer information ensuring personalized communication and tailored marketing efforts that resulted in 3% increase of customer retention
- Assisted in the conceptualization, development, and widespread distribution of marketing materials including radio scripts, posters, and brand aligned digital assets, effectively raising brand awareness across diverse channels

Liberty Mutual Insurance

Boston, MA

Email Marketing Intern

May 20XX – August 20XX

- Executed A/B tests encompassing email subject lines, content variations, and design elements to optimize strategy by monitoring analytics, improving campaign performance by 5% utilizing Mailchimp
- Collaborated with the marketing, graphic design, and analytics teams to craft bespoke email content while maintaining brand guidelines leading to increased click-through rates of 7%
- Monitored industry trends and best practices in email marketing, proposing innovative ideas for continuous improvement

ACTIVITIES

American Marketing Association Collegiate Case Competition

Boston, MA

Competitor

20XX

- Conducted comprehensive market research delving into competitor analysis, perceptive consumer insights, and environmental evaluation to develop strategic recommendations for the client
- Consulted with a diverse team of 6 students to analyze complex marketing scenarios through consumer research and data visualization with Tableau demonstrating communication and problem-solving skills to achieve 2nd place

Boston College Marketing Club

Newton, MA

President

April 20XX – May 20XX

- Initiated and over the development of a club website and social media channels to gain 150 followers and 12 members
- Demonstrated strong leadership by coordinating participation in 7 intercollegiate marketing case competitions, showcasing students analysis and creative talents to win 3 competitions and offer networking opportunities

SKILLS AND CERTIFICATION

Computer: Advanced in Google Analytics, MailChimp, Hootsuite, Excel (V-LOOKUP, Toolpak, Solver, and Pivot Tables)

Certifications: HubSpot Marketing Software, Google Data Analytics, and LinkedIn Ads

Language: Japanese (Proficient)