

Quinn Nakamura

Digital Marketing

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- Results-driven digital marketing professional with hands-on experience executing social media campaigns, email marketing initiatives, and paid advertising across multiple platforms
- Proven ability to increase engagement rates by 40%+ through data-informed content strategies and A/B testing across Instagram, Facebook, and LinkedIn
- Proficient in Meta Business Suite, Google Ads, Mailchimp, and Google Analytics with certifications in Google Ads and Meta Blueprint demonstrating current platform knowledge

WORK EXPERIENCE

Brightwave Marketing Agency

January 2024 - June 2024

Digital Marketing Intern

- Managed social media content calendar for 4 clients across Instagram, Facebook, and LinkedIn using Meta Business Suite, scheduling 60+ posts monthly and maintaining consistent brand voice across platforms
- Executed Instagram Reels strategy for fitness apparel client that generated 127K impressions and 8,400 engagements over 12-week campaign period, achieving 6.6% engagement rate (vs. client's historical 2.3%)
- Set up and monitored 6 Google Ads search campaigns with combined monthly budget of \$8,500, conducting keyword research using Google Keyword Planner and achieving average click-through rate of 4.2%
- Created weekly performance reports using Google Analytics and native platform analytics, tracking metrics including reach, engagement rate, click-through rate, and conversion data for client presentations
- Conducted competitor social media audit analyzing 12 brands across posting frequency, content formats, engagement patterns, and hashtag strategies, presenting findings to strategy team

Self-Employed

August 2023 - Present

Freelance Digital Marketing

- Grew Instagram presence for local bakery from 340 followers to 2,100 followers in 5 months through consistent content calendar implementation, strategic use of local hashtags, and community engagement tactics
- Designed and executed 8-week email nurture campaign for online coaching business using Mailchimp, creating 12 automated emails with segmented messaging that achieved 32% average open rate and 8.1% click-through rate
- Set up and optimized Google My Business listing for interior design consultant, implementing local SEO best practices that resulted in 89 profile views, 43 direction requests, and 18 phone calls in first 6 weeks
- Created Facebook Ads campaign for handmade jewelry business with \$1,200 budget, designing 5 ad variations and testing audience segments to generate 94 website visits at \$12.77 cost per click

University Marketing Association

September 2022 - May 2024

Social Media Coordinator

- Managed Instagram and LinkedIn accounts for 800-member student organization, creating content calendar with 3-4 posts weekly promoting events, speaker series, and member achievements
- Planned and executed social media campaign for annual marketing conference that drove 340 ticket registrations through coordinated Instagram Stories, carousel posts, and LinkedIn event promotion
- Designed 25+ social media graphics using Canva maintaining consistent visual brand identity and optimizing dimensions for platform-specific requirements
- Analyzed monthly social media performance using Instagram Insights and LinkedIn Analytics, presenting metrics and recommendations to executive board resulting in 41% increase in average post engagement

EDUCATION

Boston University, Questrom School of Business

Graduated: May 2024 | GPA: 3.7/4.0

Bachelor of Science in Marketing

Relevant Coursework: Digital Marketing Strategy, Social Media Marketing, Marketing Analytics, Consumer Behavior, Content Marketing, Web Design Fundamentals

Capstone Project: Developed comprehensive digital marketing strategy for local sustainable fashion brand including social media audit, content strategy, paid advertising recommendations, and 90-day implementation roadmap; presented to brand founder and received implementation approval

SKILLS

Digital Marketing Tools & Platforms

- Social Media Management: Meta Business Suite, Buffer, Later (content scheduling, performance tracking, community management)
- Email Marketing: Mailchimp (campaign creation, list segmentation, automation workflows, A/B testing)
- Analytics: Google Analytics (traffic analysis, goal tracking, audience insights), native platform analytics (Instagram Insights, Facebook Analytics, LinkedIn Analytics)
- Advertising Platforms: Google Ads (search campaign setup, keyword research, bid management), Facebook Ads Manager (campaign creation, audience targeting, basic optimization)
- SEO Tools: Google Search Console, Ubersuggest, Yoast SEO, Google Keyword Planner
- Content Creation: Canva (social graphics, presentations), Adobe Photoshop (basic editing), CapCut (video editing for Reels and TikTok)

Marketing Competencies

- Social Media Strategy: Content calendar planning, platform-specific optimization, hashtag research, community engagement
- Campaign Execution: End-to-end campaign coordination from planning through analysis and reporting
- Performance Analysis: Metrics tracking and interpretation, campaign reporting, data-driven optimization recommendations
- Content Development: Social media copywriting, email copy, blog content writing, brand voice adaptation
- Audience Targeting: Customer persona development, demographic and interest-based targeting, audience segmentation
- A/B Testing: Email subject line testing, ad creative testing, landing page element testing

CERTIFICATIONS

Google Ads Search Certification

2024

Google Skillshop

Meta Certified Digital Marketing Associate

2024

Meta Blueprint

Google Analytics Individual Qualification (GAIQ)

2024

Google Analytics Academy

Content Marketing Certification

2023

HubSpot Academy

Social Media Marketing Certification

2023

Hootsuite Academy

AWARDS & RECOGNITION

1st Place, Digital Marketing Case Competition

2024

Boston University Questrom School of Business

Led 4-person team developing comprehensive social media and content strategy for local nonprofit; selected from 18 competing teams based on strategic insight and execution feasibility

Dean's List

Fall 2022, Spring 2023, Fall 2023

Boston University

Achieved GPA of 3.8+ each semester while managing social media for University Marketing Association

Outstanding Student Organization Marketing Award

2024

Boston University Student Activities

Recognized for growing University Marketing Association's social media engagement by 41% and successfully promoting largest annual conference in organization's history