

Natalie Rodriguez

Marketing Assistant

Phone: (206) 555-0147
Address: Seattle, WA 98101
Website: <https://linkedin.com/in/nataliemrodriguez>
Email: natalie.rodriguez@email.com

- Recent marketing graduate with hands-on experience managing social media campaigns, coordinating content calendars, and analyzing digital marketing metrics across internships at consumer brands and B2B companies
- Proficient in Hootsuite, Google Analytics, Mailchimp, and Canva with demonstrated ability to support multiple marketing initiatives simultaneously while maintaining exceptional attention to detail
- Seeking Marketing Assistant role to leverage strong organizational skills, technical platform knowledge, and passion for data-driven marketing to support team operations and campaign execution

WORK EXPERIENCE

Cascade Coffee Roasters

June 2024 – August 2024

Marketing Intern

- Scheduled and published 85+ social media posts monthly across Instagram, Facebook, and TikTok, maintaining consistent brand voice and increasing follower engagement by 34% over 10-week period
- Compiled weekly performance reports analyzing social media metrics (engagement rates, reach, follower growth) and email campaign data (open rates, click-through rates) for Marketing Manager review
- Coordinated logistics for summer product launch campaign including vendor communication, asset organization, and timeline management across 4-person marketing team
- Maintained content calendar using Asana, ensuring all promotional posts aligned with product releases, seasonal themes, and brand guidelines
- Assisted in organizing customer appreciation event for 150+ attendees, managing invitation list, coordinating with venue, and creating promotional materials in Canva

University Marketing Association

September 2023 – May

Social Media Coordinator

2024

- Managed Instagram and LinkedIn accounts for 300-member student organization, creating content calendar and posting 4-5 times weekly to promote events and share marketing industry insights
- Grew Instagram following from 420 to 890 followers over academic year through strategic use of hashtags, consistent posting schedule, and engagement with follower comments

SKILLS

Technical Proficiencies: Google Analytics, Hootsuite, Mailchimp, Canva, WordPress, Microsoft Excel (pivot tables, VLOOKUP, data visualization), Google Workspace (Docs, Sheets, Slides), Asana, Buffer, SurveyMonkey, Adobe Photoshop (basic), Salesforce CRM (basic)

Marketing Competencies: Social media management, content calendar management, email campaign coordination, digital analytics reporting, copywriting, market research, campaign coordination, event planning, brand guidelines adherence, SEO fundamentals, competitive analysis, vendor communication

AWARDS & RECOGNITION

First Place, University Marketing Association Case Competition

University Marketing Association
2024

Developed integrated social media and email marketing campaign for local nonprofit, selected from 12 competing teams for strategic approach and creative execution

Marketing Department Outstanding Senior Project Award

University of Washington Marketing Department
2024

Recognized for comprehensive digital marketing strategy capstone project analyzing consumer engagement tactics for sustainable fashion brands

- Designed event promotional graphics using Canva, maintaining visual brand consistency across all digital materials
- Collaborated with executive board to develop social media strategy aligned with organization goals, resulting in 45% increase in event attendance compared to previous year

Nordstrom

June 2022 – August 2023

Customer Service Associate

- Provided product recommendations and resolved customer inquiries for 30-40 customers daily, developing strong communication skills and understanding of consumer behavior
- Gathered customer feedback through point-of-sale interactions and informal surveys, compiling insights for store management to inform merchandising decisions
- Maintained organized inventory records and assisted with visual merchandising displays, demonstrating attention to detail and understanding of brand presentation
- Recognized as "Employee of the Month" (March 2023) for consistently exceeding customer satisfaction targets and supporting team members during high-traffic periods

Employee of the Month

Nordstrom

March 2023

Selected for exceptional customer service, team collaboration, and consistent achievement of satisfaction targets

EDUCATION

University of Washington

Graduated May 2024

Bachelor of Arts in Marketing

GPA: 3.7/4.0 | Dean's List: Fall 2022, Spring 2023, Fall 2023, Spring 2024

Relevant Coursework: Digital Marketing Strategy, Consumer Behavior Analysis, Marketing Analytics & Metrics, Social Media Marketing, Content Marketing, Market Research Methods

CERTIFICATIONS

Google Analytics Individual Qualification

2024

Google

HubSpot Social Media Marketing Certification

2024

HubSpot

Hootsuite Social Marketing Certification

2023

Hootsuite

Meta Digital Marketing Associate Certification

2024

Meta

ADDITIONAL INFORMATION

Portfolio

Marketing work samples including social media graphics, campaign materials, and analytics reports available upon request

Languages

English (native), Spanish (conversational proficiency)

Volunteer

2023-Present

Seattle Animal Shelter

Social Media Volunteer (2023-Present) – Manage Instagram account featuring adoptable pets, creating engaging content that has contributed to 15+ successful adoptions

