

# Alex Taylor

Recent Graduate | Aspiring Marketing Specialist

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## PROFILE

Motivated recent graduate with a strong foundation in digital marketing, project management, and communications. Eager to contribute creativity and analytical skills to a dynamic team.

## EXPERIENCE

### Marketing Intern

*BrightEdge | Jun 2023 – Aug 2023*

Supported content creation and social media campaigns, increasing web engagement by 25%. Coordinated team research and presented insights to management.

### Student Project Lead

*University Capstone | Jan 2023 – May 2023*

Led a 4-person team to develop a go-to-market strategy for a local nonprofit, resulting in a 30% increase in event participation.

## EDUCATION

### B.A. in Communications

*University of California, Davis | 2023*

Dean's List, Marketing Society Member

## SKILLS

Digital Marketing

Social Media Management

Project Coordination

Adobe Creative Suite

Google Analytics

Public Speaking

## CERTIFICATIONS

Google Analytics Certified (2023)