

# Aria Heath

📞 (608) 555-1846 ✉ aria.heath@example.com 💻 linkedin.com/example/ariaheath 📍 Madison, WI 53703

## SUMMARY

Marketing student with supervised academic experience creating LinkedIn content, **email campaigns**, website updates, **CRM records**, publication schedules, and engagement reports. Coursework and project work developed practical familiarity with GoDaddy, **social media** platforms, **digital marketing** workflows, and AI assisted drafting. Built campaign materials from speaker briefs, program notes, and event information, then reviewed messaging for clarity, accuracy, and audience fit. Maintained six web pages and organized 420 simulated prospect records through standardized fields and duplicate correction. Presented campaign findings and coordinated deliverables for webinar and program promotions. Clear writing, careful organization, independent execution, and thoughtful review support dependable marketing operations. Ready to contribute useful content, accurate records, timely publishing, and informed campaign observations in a remote internship setting.

## EDUCATION

**Bachelor of Arts in Marketing, Minor in Communication**  
University of Wisconsin Madison GPA: 4.0  
*Coursework: Digital Marketing, Content Strategy, Communication, Consumer Behavior, Marketing Analytics*

2027  
Madison, WI

## TECHNICAL SKILLS

- **Content Marketing:** LinkedIn, email campaigns, promotional copy
- **Website Publishing:** GoDaddy, page editing, navigation links
- **CRM Management:** Contact records, duplicate correction, field standards
- **Social Media Platforms:** LinkedIn, content scheduling, post publishing
- **Campaign Analytics:** Opens, clicks, page visits
- **Audience Engagement:** Engagement patterns, message themes, channel activity
- **Email Marketing:** Email messages, outreach lists, registration reminders
- **Content Scheduling:** Content calendars, publication timing, campaign milestones
- **AI Marketing Tools:** AI writing assistant, draft variations, human review
- **Webinar Promotion:** Speaker briefs, program notes, event promotion
- **Communication Tools:** Presentation materials, campaign reports, review checklists
- **Marketing Coursework:** Digital marketing, content strategy, consumer behavior

## SKILLS

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|---------------------|-------------------|-----------------------|-------------------------|
| • Digital marketing | • GoDaddy         | • Contact management  | • Webinar promotion     |
| • Content creation  | • Website editing | • Social media        | • AI assisted workflows |
| • LinkedIn content  | • Web publishing  | • Campaign tracking   | • Written communication |
| • Email campaigns   | • CRM records     | • Audience engagement |                         |

## EXPERIENCE

**Digital Marketing Campaign Project Associate**  
Capstone Project

January 2026 - Present  
Madison, WI

Support a semester long campaign system for a simulated professional webinar series. Translate source materials into coordinated content, maintain GoDaddy pages, organize CRM style records, schedule outreach, and interpret engagement data. Present practical recommendations through clear campaign documentation and review workflows.

- Translated speaker briefs into **LinkedIn posts**, email messages, and web copy for webinar promotion.
- Maintained six **GoDaddy** pages with event details, calls to action, and consistent page structure.
- Standardized 420 simulated **CRM records**, corrected duplicates, and documented repeatable contact list practices.
- Scheduled four weeks of social and email content around registration milestones and presentation dates.
- Reviewed opens, clicks, page visits, and engagement patterns in weekly campaign reports for message refinement.
- Used an AI writing assistant for draft variations, then checked accuracy, tone, and source alignment.

**Digital Content and Web Publishing Project Contributor**  
University Project

September 2025 - December 2025  
Madison, WI

Contributed to a supervised campus program promotion exercise spanning **content creation**, **web publishing**, contact organization, social scheduling, and engagement review. Explained campaign decisions and workflow controls during a final class presentation.

- Converted event notes into LinkedIn copy, promotional emails, web sections, and a publication checklist.
- Edited a GoDaddy practice site with event information, navigation links, and registration calls to action.

- Maintained outreach fields for source, status, and communication history during contact list exercises.
- Sequenced announcements, reminders, and post event content across a six week promotional scenario.
- Compared sample engagement data by message theme, channel activity, and timing for campaign recommendations.
- Presented campaign systems, website steps, CRM **organization**, and AI assisted drafting choices to classmates.

PROJECTS

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Campus Webinar Promotion System 📅 2026

A simulated webinar series became a practical test of coordination. Built connected LinkedIn, email, website, CRM, scheduling, and reporting workflows from program source material.

Student Program Content Workflow 📅 2025

Event notes arrived in varied formats. Turned them into organized social copy, web updates, outreach fields, publication steps, and engagement observations for a class campaign.

LEADERSHIP & AWARDS

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- Dean's List, University of Wisconsin Madison, 2025 to 2026
- Student Marketing Project Showcase Recognition, 2026
- Campaign presentation recognition for clear workflow documentation, 2026

CERTIFICATIONS

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- Google Digital Marketing and E commerce Certificate 📅 2026
- Content Marketing Fundamentals 📅 2025

PROFESSIONAL AFFILIATIONS

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- Campus Communications Volunteer, Student Programs Council, 2025 to Present
- Peer Content Review Team Member, University Marketing Club, 2025 to Present

LANGUAGES

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- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

REFERENCES

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AVAILABLE ON REQUEST