

# Zain Benson

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## SUMMARY

Early career digital marketer with a Bachelor of Science in Marketing and supervised university experience across SEO, **content strategy**, campaign measurement, and multichannel communication. Built practical campaign plans for simulated client briefs, researched more than 120 search terms, organized content calendars, and evaluated audience behavior through HubSpot and **Google Analytics** training environments. Created blog, email, and **social media** content with channel appropriate messaging, then translated campaign observations into clear recommendations. Academic projects strengthened written communication, presentation skills, organized follow through, and collaborative planning. Comfortable learning platform workflows, reviewing performance data, documenting research, and applying current **digital marketing** practices. Ready to contribute thoughtful content, reliable execution, and useful campaign insights within a supportive client focused marketing team.

## EDUCATION

**Bachelor's Degree in Marketing**  
University of South Florida   GPA: 4.0  
*Coursework: Digital marketing, consumer behavior, marketing analytics, integrated communications*

2026  
Tampa, FL

## TECHNICAL SKILLS

- **Marketing Platforms:** HubSpot, HubSpot Academy, campaign workspaces
- **Web Analytics:** Google Analytics, acquisition reports, engagement reports
- **Search Optimization:** SEO, keyword research, search intent
- **Content Development:** Blog writing, email copy, website copy
- **Social Media:** Social content, social scheduling, channel planning
- **Campaign Planning:** Audience research, content calendars, channel selection
- **Performance Reporting:** Campaign analysis, data interpretation, recommendation writing
- **Email Marketing:** Email campaigns, nurture sequences, calls to action
- **Website Optimization:** Metadata, headings, internal linking
- **Communication Tools:** Presentations, faculty reviews, team workshops

## SKILLS

- Digital marketing
  - HubSpot
  - Google Analytics
  - SEO
- Keyword research
  - Content strategy
  - Email marketing
  - Social media
- Campaign analysis
  - Content scheduling
  - Website optimization
  - Data interpretation
- Written communication
  - Verbal communication
  - Team collaboration

## EXPERIENCE

**Digital Marketing Campaign Analyst**  
Capstone Project

January 2026 to May 2026  
Tampa, FL

Supported a faculty reviewed client simulation covering **campaign planning**, audience research, **content development**, SEO, HubSpot workflows, Google Analytics review, and campaign reporting.

- Built a semester campaign plan connecting audience research, channels, content themes, and measurable objectives.
- Researched 120 search terms, grouped intent themes, and recommended priority topics for web content.
- Configured **HubSpot** workspace assets and documented a simple email nurture sequence for project handoff.
- Reviewed **Google Analytics** training data and converted acquisition findings into practical channel recommendations.
- Produced a four week calendar covering blog, email, and social posts with consistent audience messaging.
- Presented campaign strategy, measurement findings, and **SEO** recommendations during faculty reviewed project discussions.

**SEO and Content Strategy Researcher**  
University Project

September 2025 to December 2025  
Tampa, FL

Conducted supervised website research and **content development** for a small business case, combining keyword analysis, page optimization, email writing, and social scheduling.

- Audited a small **business** website for search intent, metadata, structure, and topic coverage.
- Compared informational and commercial queries, then mapped selected terms across existing website pages.
- Rewrote sample website sections with clearer headings, metadata, and internal linking recommendations.
- Drafted blog articles and email promotion using audience focused messaging and consistent calls to action.

- Built a social scheduling plan balancing educational, promotional, and engagement oriented content themes.
- Maintained research notes, source documentation, and revisions for a coordinated final presentation.

**Social Media and Campaign Measurement Coordinator**

January 2025 to May 2025

Course Project

Tampa, FL

Coordinated a supervised student organization case study focused on social content, publishing schedules, campaign data, and practical performance recommendations.

- Developed a social campaign concept with audience segments, content pillars, cadence, and success measures.
- Created sample posts for three channels while adapting tone, length, and creative direction.
- Scheduled a mock publishing calendar and checked dates, assets, and copy before simulation.
- Interpreted reach, click, and engagement data, then summarized content patterns in a concise report.
- Compared campaign outcomes with objectives and proposed content changes grounded in available data.
- Contributed ideas during workshops, completed assigned analysis, and incorporated peer feedback into deliverables.

**PROJECTS**

**Integrated Client Campaign Plan** 📅 2026

Created a simulated local service campaign plan connecting audience research, SEO topics, content channels, email nurturing, social scheduling, and performance measurement.

**Search Content Optimization Study** 📅 2025

Researched search intent and website content structure, then proposed page improvements, blog topics, metadata updates, and internal linking recommendations.

**LEADERSHIP & AWARDS**

- Dean's List, University of South Florida, 2025 to 2026
- College of Business Student Project Showcase Finalist, 2026
- Marketing Department Academic Achievement Award, 2025

**CERTIFICATIONS**

- Google Analytics Certification 📅 2026
- HubSpot Academy Digital Marketing Certification 📅 2026

**PROFESSIONAL AFFILIATIONS**

- American Marketing Association Student Chapter, Campaign Workshop Volunteer, 2025 to 2026
- University Peer Career Ambassador, 2025 to 2026
- Campus Communications Team, Student Volunteer, 2024 to 2025

**LANGUAGES**

- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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

**REFERENCES**

AVAILABLE ON REQUEST