

Magnolia Curry

Entry Level Marketing Specialist

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📍 Evanston, IL 60201

STRENGTHS

- 🔍 **Search research**
SEMrush research shaped page ideas for a simulated electronics supplier, with relevance guiding choices more than volume alone.
- ♥ **Clear content editing**
Editing landing pages and blog copy made technical product value easier to follow, and faculty feedback strengthened each revision.
- 📌 **Practical analytics**
Analytics practice reports became concise recommendations, helping project teams connect audience behavior with sensible campaign decisions.
- 📅 **Campaign coordination**
Shared calendars and asset checklists kept research, ad copy, findings, and presentations moving through each project milestone.
- 👥 **Collaborative learning**
Peer review and classroom presentations turned critique into stronger deliverables, with teammates seeking clear explanations of project choices.

SKILLS

SEO	On page SEO	Technical SEO
	<u>Keyword research</u>	
	<u>Competitive analysis</u>	
	<u>Google Analytics</u>	<u>GA4</u>
	<u>Google Ads</u>	<u>Paid media</u>
	<u>Web analytics</u>	<u>BigCommerce</u>
<u>Content marketing</u>	<u>Digital strategy</u>	
	<u>Writing and editing</u>	
	<u>Campaign analysis</u>	

SUMMARY

Recent Marketing graduate with supervised experience across SEO, **paid media**, website analytics, content optimization, and digital campaign planning. Applied SEMrush, **Google Analytics**, GA4, and Google Ads concepts through technology marketing projects, using **keyword research**, **competitive analysis**, and performance data to shape practical recommendations. Reviewed on page and technical SEO factors, drafted and edited search focused content, evaluated advertising results, and maintained product and educational pages in a BigCommerce sandbox. Organized shared deliverables, incorporated faculty and peer feedback, and presented findings clearly to varied audiences. Curious about digital strategy and motivated by marketing work that connects useful content with measurable audience behavior. Prepared to contribute thoughtfully within a collaborative team while continuing growth across organic search, paid media, analytics, content management, and cross functional campaign support.

EDUCATION

Bachelor's Degree in Marketing

DePaul University 🎓 GPA: 4.0 📅 2026 📍 Chicago, IL

Coursework: SEO, digital marketing, marketing analytics, content strategy

TECHNICAL SKILLS

- **SEO Platforms:** SEMrush, Google Search Console, technical SEO
- **Analytics Platforms:** Google Analytics, GA4, acquisition reports
- **Paid Media Tools:** Google Ads, search campaigns, ad groups
- **Content Management:** BigCommerce, website content, SEO fields
- **Content Development:** Landing pages, blog copy, product content
- **Keyword Research:** Search terms, search intent, keyword themes
- **Competitive Research:** Competitive analysis, visibility review, content patterns
- **On Page SEO:** Titles, headings, internal links
- **Technical SEO:** Indexability, crawl review, page structure
- **Campaign Analysis:** Clicks, cost, conversions
- **Digital Strategy:** Campaign planning, content opportunities, recommendations
- **Marketing Communication:** Writing, editing, presentations

EXPERIENCE

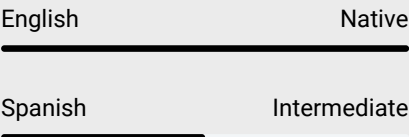
Digital Marketing Specialist Capstone

Capstone Project 📅 January 2026 - May 2026 📍 Evanston, IL

Supported a faculty reviewed campaign for a simulated electronics supplier, connecting search visibility, paid media, **website content**, analytics, and BigCommerce updates. Managed research, recommendations, practice campaign analysis, and final presentation materials within a supervised academic setting.

- Developed a supervised **digital marketing** plan connecting SEO, paid media, content, and **analytics** for electronics marketing.
- Researched more than 100 **search terms** in SEMrush, grouping opportunities by intent and proposed page fit.
- Audited sample pages for titles, headings, links, indexability, and relevance, then prioritized SEO recommendations.
- Built a **Google Ads** simulation with keyword groups, ad copy, **landing pages**, and budget assumptions.
- Analyzed Google Analytics and GA4 datasets, turning acquisition and engagement findings into campaign recommendations.
- Updated product content in BigCommerce, checking structure, copy accuracy, SEO fields, and publishing workflow.

LANGUAGES



MY CAREER



- Digital Marketing Specialist Capstone at Capstone Project (4 Months)
- SEO and Content Marketing Researcher at University Project (3 Months)
- Paid Media and Web Analytics Coordinator at Course Project (4 Months)

SEO and Content Marketing Researcher

University Project 📅 September 2025 - December 2025 📍 Evanston, IL

- Conducted supervised research for a technology product case study, combining search intent, content planning, competitive review, technical SEO observations, analytics interpretation, and revised written recommendations.
- Mapped audience questions and **search intent** into a structured content plan for a technology product case.
 - Compared keyword themes in **SEMrush**, selecting relevant opportunities through basic competitive visibility research.
 - Drafted and edited landing page and blog copy using headings, natural keywords, readability, and product value.
 - Reviewed course website structure, documenting crawl and page organization issues for proposed **technical SEO** fixes.
 - Interpreted **Google Analytics** reports, linking traffic sources and **engagement** patterns with future content recommendations.
 - Presented research methods and limitations, then incorporated faculty and peer critique into revised deliverables.

Paid Media and Web Analytics Coordinator

Course Project 📅 January 2025 - May 2025 📍 Evanston, IL

- Coordinated a supervised **business** to business technology campaign simulation, aligning paid media planning, Google Ads practice, GA4 analysis, shared assets, and final recommendations for classroom review.
- Created a **paid media** plan defining objectives, audience assumptions, keyword themes, and landing page requirements.
 - Built **Google Ads** practice structures and search ads aligned with keyword intent and destination content.
 - Compared clicks, cost, and conversions in sample data, identifying areas requiring further campaign testing.
 - Traced **acquisition** and engagement behavior in **GA4** demonstration data after simulated advertising visits.
 - Coordinated a project calendar and asset checklist, keeping research, copy, **analytics**, and presentation materials on schedule.
 - Presented campaign analysis with clear evidence, practical recommendations, and appropriate limits on sample data.

PROJECTS

Technology Marketing Search Visibility Study 📅 2026

Created a supervised search visibility study for a technology product scenario. Combined SEMrush research, competitive review, content planning, and technical SEO observations into an approachable strategy for future website improvements.

Paid Media Performance Analysis 📅 2025

Evaluated a simulated technology advertising campaign using Google Ads practice structures and GA4 data. Connected clicks, cost, conversions, acquisition, and engagement behavior with practical testing recommendations.

LEADERSHIP & AWARDS

- Dean's List, 2025 to 2026
- Marketing Analytics Student Project Award, 2026
- Digital Strategy Case Competition Finalist, 2025

CERTIFICATIONS

- Google Analytics Certification 📅 2026
- Google Ads Search Certification 📅 2026
- Semrush Academy SEO Fundamentals Certificate 📅 2026

PROFESSIONAL AFFILIATIONS

- American Marketing Association Student Chapter, Digital Workshop Volunteer, 2025 to 2026
- Student Marketing Lab, Peer Project Reviewer, 2025 to 2026
- Campus Communications Volunteer, 2024 to 2025

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST