

Yasmin Grimes

📞 (414) 555-6382 ✉ yasmin.grimes@example.com

🌐 linkedin.com/example/yasmingrimes 📍 Milwaukee, WI 53202



SUMMARY

Early career marketing candidate with hands on academic experience supporting client style reporting, **Google search** analysis, SEO research, social media review, trend monitoring, and **issue resolution**. Capstone work involved organizing eight simulated small business accounts, preparing clear reports, tracking requests, and communicating practical next steps. University research strengthened ability to evaluate search visibility, query intent, content themes, audience interactions, and emerging **online marketing** topics. Written status updates and presentations built confidence explaining findings in accessible language for clients, peers, and faculty. Independent weekly assignments required organized records, dependable follow through, and careful review against deadlines. Coursework and certificates provide a strong foundation in digital marketing and ecommerce. Ready to contribute thoughtful client support, accurate reporting, professional communication, and steady **relationship building** within a collaborative marketing team.

EDUCATION

Bachelor's Degree in Marketing

University of Wisconsin–Milwaukee GPA: 0

2027

Milwaukee, WI

Coursework: Digital marketing, consumer behavior, marketing research, social media strategy

TECHNICAL SKILLS

- **Search Marketing:** Google Search, SEO, Search visibility
- **Social Media:** Social media review, Content themes, Audience interactions
- **Client Reporting:** Client reports, Status updates, Findings summaries
- **Marketing Research:** Trend research, Competitor research, Query intent
- **Communication:** Written communication, Verbal communication, Presentations
- **Customer Service:** Issue intake, Issue resolution, Client support
- **Project Organization:** Tracking workbooks, Source notes, Quality checks
- **Digital Marketing:** Online marketing, Digital trends, Marketing recommendations
- **Business Analysis:** Search observations, Content analysis, Visibility review
- **Office Productivity:** Spreadsheets, Document preparation, Information tracking

SKILLS

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|--------------------|-------------------------|--------------------------|------------------------|
| • Online marketing | • Client reporting | • Expectation management | • Verbal communication |
| • Google search | • Customer service | • Issue resolution | • Organization |
| • SEO | • Relationship building | • Trend research | • Independent work |
| • Social media | • Client communication | • Written communication | |

EXPERIENCE

Online Marketing Client Support Project Associate

January 2026 - Present

Capstone Project

Milwaukee, WI

Support eight simulated small business accounts through organized reporting, search research, **social media** review, issue intake, written updates, and presentations. Work independently within defined workflows while incorporating faculty feedback and maintaining dependable records for each client scenario.

- Organized eight simulated accounts in a tracking workbook, giving faculty clear visibility into requests and follow up.
- Prepared recurring **client reports** using Google search observations, **SEO** checks, social findings, and concise trend explanations.
- Researched competitor visibility and search patterns, then converted documented evidence into practical faculty reviewed recommendations.
- Resolved simulated client issues through intake, **research**, documentation, and clear response steps for each concern.
- Wrote status updates that clarified deliverables and next steps, helping project reviewers assess **client communication** quality.
- Presented account findings to a review panel, connecting research methods with organized **follow through** and client confidence.

SEO and Social Media Research Project Contributor

September 2025 - December 2025

University Project

Milwaukee, WI

Completed supervised marketing research across **Google search** results, sample social media accounts, industry sources, and client style summaries. Managed weekly deliverables, source notes, quality checks, and team presentations that connected research with practical **online marketing** support.

- Evaluated **Google** results for local business scenarios, recording visibility, query intent, content themes, and SEO observations.
- Reviewed sample brand activity, categorizing audience interactions, posting patterns, content types, and recurring social topics.
- Built client style summaries from research findings, translating SEO details into accessible language for non specialist readers.
- Tracked industry sources weekly, separating relevant **online trends** from topics lacking value for each project scenario.
- Completed independent research tasks by deadline, maintaining source notes and quality checks for accurate final documentation.
- Delivered a team presentation linking search **research**, social observations, customer communication, and organized **reporting** practices.

PROJECTS

Local Search Visibility Study 📅 2025

Evaluated Google search results for local business scenarios, then connected query intent, content themes, and visibility findings with practical marketing recommendations. Shared clear notes with classmates and faculty during project review.

Digital Trend Relevance Review 📅 2026

Compared current online marketing topics across assigned industry sources and sample brands. Focused on useful client applications, organized evidence, and clear communication rather than applying every trend indiscriminately.

LEADERSHIP & AWARDS

- Dean's List, University of Wisconsin–Milwaukee, 2025 to 2026
- Undergraduate Marketing Research Showcase Recognition, 2026
- Peer Reviewer, Student Marketing Project Group, 2026 to Present

CERTIFICATIONS

- Google Digital Marketing & E-commerce Certificate, Coursera 📅 2026
- SEO Fundamentals, University Continuing Education 📅 2025

PROFESSIONAL AFFILIATIONS

- Student Marketing Project Group, Peer Reviewer, 2026 to Present
- Student Engagement Council, Campus Service Volunteer, 2025 to Present

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST