

# Sophia Martinez

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LinkedIn

**Entry-level digital marketer with experience in content creation and SEO strategies**

**Creative and analytical digital marketing professional with experience in managing social media, optimizing content for search engines, and running digital ad campaigns.**

## Professional Experience

### Digital Marketing Intern

Bright Media, City, ST

June 2023 - December 2023

- Increased social media engagement by 30% through strategic content planning
- Assisted in SEO optimization, improving website traffic by 20%

### Content Creator

Freelance, City, ST

January 2023 - May 2023

- Wrote blog posts and managed website content for small business clients
- Designed email marketing campaigns that boosted open rates by 15%

## Key Skills

- SEO and keyword research
- Social media strategy (Instagram, LinkedIn, Facebook)
- Google Analytics and Google Ads
- Email marketing and automation
- Copywriting and content creation

## Education

### Bachelor of Science in Marketing (May 2024)

University of City, City, ST