

KEY FEATURES:

Bold design elements

Applying for creative positions



JACKI ARNOLDI

CONTACT

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EDUCATION

UC Santa Barbara

B.A. in Communication
3.46 GPA
June 20xx

Santa Barbara City College

A.A. in Graphic Design
3.5 GPA
June 20xx

SKILLS

Social Media

Developing and managing social media accounts: Facebook, Instagram, Twitter, and Snapchat

Microsoft Office

Proficient in MS Office applications: Excel, Word, Outlook, and Powerpoint

Press Releases

Proofing, formatting, and distributing press releases and email marketing sends

MEDIA + ADVERTISING EXPERIENCE

Pitchfork SEO (August 20xx - Present)

Social Media Networker, Los Angeles, CA

Research and implement off page search engine optimization tactics for a wide range of clients under the supervision of one of America's leading SEO search ranking for companies including Angelor List, Paffely, and Long Island Leisures.

MediaBand Advertising, Design & PR (March - July 20xx)

Intern, Studio City, CA

Conducted online research for a variety of advertising and web based clients as instructed by the director of the organization. Utilized the principles of keyword research and backlink analysis for the purpose of Search Engine Optimization (SEO) audits, analysis, and copywriting.

YMCA Association Office (January - March 20xx)

Marketing Intern, Santa Barbara, CA

Monitored and summarized media coverage using Google Alerts and created data reports via Excel. Created, proofread, and distributed press releases to publicize upcoming events. Maintained all 7 YMCA Branch websites via WordPress.

VOLUNTEER EXPERIENCE

American Marketing Association (May 20xx - Present)

Social Media and SEO Chair

UC Santa Barbara (January 20xx - May 20xx)

Sports Marketing Assistant Volunteer