



ETHAN MARTINEZ

Sales And Marketing Intern

PROFESSIONAL SUMMARY

Dynamic marketing professional with 5 years of experience in sales support and digital marketing strategies. Proven ability to enhance brand visibility and drive customer engagement through innovative campaigns.

WORK EXPERIENCE

Associate Sales and Marketing Intern

Jan / 2021-Ongoing

Blue Sky Innovations

Chicago, IL

1. Coordinated sales demonstrations, ensuring timely execution and adherence to schedules.
2. Managed logistics for transporting and setting up LED video displays at events.
3. Gained in-depth product knowledge to effectively address customer inquiries.
4. Oversaw equipment reservations and transportation to event sites.
5. Organized travel arrangements and booth schedules for trade shows.
6. Ensured timely ordering of sales literature for promotional events.
7. Collaborated with sales teams to enhance customer outreach strategies.

Sales And Marketing Intern

Jan / 2020-Jan / 2021

Silver Lake Enterprises

Seattle, WA

1. Developed a LinkedIn social media strategy for the Northeast Region, enhancing brand presence.
2. Created a marketing database of over 10,000 potential customers, improving outreach efforts.
3. Led the launch of social media platforms, increasing brand engagement on LinkedIn and Twitter.
4. Expanded the LinkedIn database from 300 to over 1,000 contacts, boosting business development.
5. Designed and launched a corporate LinkedIn page, attracting over 10,000 members.
6. Collaborated with the sales team to create promotional materials, resulting in a 20% boost in lead generation.

EDUCATION

Bachelor of Business Administration

Jan / 2019-Jan / 2020

University of California

Toronto, ON

Focused on marketing strategies and consumer behavior, with hands-on projects in digital marketing.

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SKILLS

Data Analysis



Market Research



Content Creation



Social Media Marketing



Email Campaigns



INTERESTS

Scuba Diving

E-sports

Reading Fiction

Puzzle Solving

STRENGTHS

Self-awareness

Self-discipline

Sensitivity

Service-oriented

LANGUAGES



English



Hindi



Russian

ACHIEVEMENTS

Increased social media engagement by 40% through targeted campaigns.