

Robert Robertson

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EDUCATION

William & Mary, Williamsburg, VA

May 202X

Bachelor of Business Administration, Major: Marketing, Minor: Psychology, GPA: 3.68

Relevant Coursework: Customer Insights for Innovation, Advertising & Digital Marketing, Global Marketing, Consumer Behavior, Psychology of Decision Making

RELEVANT EXPERIENCE

Marketing Intern, Washington, D.C.

June - August 202X

Weber Shandwick

- Created and executed social media campaigns on Tik Tok and Instagram for clients ranging from the United States Postal Service, Nestle, and Waymo, reaching audiences of 50,000+
- Supported integrated marketing campaigns, conducted market research, competitor analysis, and audience segmentation, fostering cross-functional collaboration between marketing teams
- Analyzed social media and digital marketing data and adjusted content strategy to better align with campaign goals and market trends, increasing engagement 20%
- Developed client-facing reporting decks summarizing KPIs, engagement metrics, and campaign outcomes

Publicity Chair, Williamsburg, VA

September 202X - May 202X

William & Mary Alma Mater Productions

- Drafted content for Instagram, Tik Tok and YouTube, collaborated with video team and events team to promote upcoming programs to campus-wide audience
- Reached out and interviewed artists, performers, and speakers to create public profiles leading up to events
- Assisted with marketing of over 10 campus-wide events ranging from comedians, to concerts, to public speakers, with over 2,000 total student attendance

COLLEGIATE EXPERIENCE

Member, Williamsburg, VA

September 202X – Present

William & Mary Club Soccer

- Participated in team practices for an average of 8 hours per week and competed at over 10 tournaments per season, while maintaining a 15-credit course load
- Supported teammates in athletic and personal pursuits through 1:1 mentoring of younger athletes

Member, Williamsburg, VA

September 202X – Present

Alpha Epsilon Pi

- Supported local philanthropy within the community by volunteering at Meals on Wheels and Habitat for Humanity
- Created a welcoming and inclusive community through upholding organizational values

ADDITIONAL EXPERIENCE

Barista, Williamsburg, VA

November 202X – Present

Aromas Coffeehouse Bakery & Cafe

- Provided efficient and friendly customer service to customers during peak hours
- Delivered accurate and prompt food and beverage, taking special requests into consideration

Freelance Photography, Williamsburg & Richmond, VA

January 202X – Present

Self-Employed

- Scheduled, shot and edited photos for 10 graduating seniors
- Achieved favorable customer feedback on social media and earned referrals from clients

SKILLS

Software: Wix, WordPress, Canva, Microsoft Word, Excel, PowerPoint, Outlook, Chat GPT, Gemini, Adobe Premiere Pro

Marketing: market research, competitor analysis, SEO, Instagram, Facebook, Snapchat, LinkedIn, TikTok, copy editing, Google Ads certification

Language: Conversational Spanish