Jane Sunday
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**A. Summary**
Accomplished marketing professional seeks opportunity to oversee company’s marketing campaigns. Experience with marketing both in physical locations, online and in social media. Knowledge and skills include copy writing and editing, keyword searches, analytics and communications. Understands the power of effective visuals, both online and in physical displays. Leadership demonstrated through making personnel decisions and delegating tasks.

**B. Working Experience**
**02/2016 to 03/2017 – Jupiter Entertainment, Orlando, Florida**
**Assistant Marketing Manager**
**Responsibilities:**
• Assisted marketing manager of third largest movie studio with developing
strategies and presentations for marketing of films
• Conducted screenings of films and shows
• Ran focus groups of advertisements and trailers for films
• Planned and oversaw displays of upcoming films in movie theaters, shopping
centers and arenas
• Consulted with marketing manager in hiring and other personnel decisions of
marketing staff
• Oversee development of online and social media content, including biographies of
actors and actresses and summaries of storylines and characters

**Achievements:**
• Supervised marketing campaigns for three top-ten revenue grossing films in
2016

**02/2012 to 12/2015 – The Search Company, LLC, New York, NY**
**Search Engine Optimization (SEO) Specialist**
**Responsibilities**
• Assisted multiple entertainment and video companies with managing keyword
and
online marketing strategy
• Collaborated with web designers to ensure ease of navigation through movie
sites
• Conducted research on clients’ competitors and keywords
• Ran pay-per-click campaigns for firms’ multiple clients
• Wrote and edited articles, headlines and other content for blogs, social
media, websites and emails

**05/2010 to 01/2012 -- Thespian Community Theatre, Miami Beach, Florida**
**Marketing Director**
**Responsibilities:**
• Prepared press releases and announcements of plays and performances
• Designed and procured posters for display in front of theatre and distribution
in local offices, restaurants and stores
• Wrote previews of upcoming performances and profiles of actors, actresses,
production staff and musicians for social media
• Oversaw delivery of email alerts to patrons of performances, schedules and
news

**C. Education and Academic Training**
**Bachelor of Science, Communications, Empire University, Irvine, California**

**D. Job Related Skills**
• Google Analytics
• Writing and editing
• Search Engine Optimization
• Microsoft Word

**E. General Skills**
• Communication
• Leadership
• Organization
• Microsoft PowerPoint