

# PAULI WILSON

## SEO MARKETING PROFESSIONAL

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### EDUCATION

#### Bachelor of Science in Marketing

May 2023

Jon M. Huntsman School of Business, Utah State University

3.76 GPA

- Dean's List Recipient, 6 Semesters
  - Member, Roller-Skate Club (2020-Present) & Students Against Trafficking Club (2022-Present)
  - Relevant Courses: Consumer Behavior, Brand Management, & Internet Marketing Analytics
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### TECHNICAL SKILLS

- A/B Testing
  - Search Engine Optimization
  - Social Media Management (Instagram, Facebook, TikTok)
  - Web Design (Wix)
  - Graphic Design (Adobe InDesign, Canva)
  - Email Marketing (HubSpot)
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### WORK EXPERIENCE

#### Search Engine Optimization Intern

February 2023 - Present

97th Floor

- Completed comprehensive SEO training courses, earning a Google Analytics Certification
- Identified and implemented SEO strategies for 3 teams by building tailored strategies based on industry best practices and trends
- Utilize SEO platforms such as Google Analytics, Search Console, Google Tag Master, and more, delivering data-informed results to clients

#### A-Team Peer Mentor

January 2022 - May 2023

Utah State University (USU)

- Assisted 100+ incoming USU students transition to college by providing mentorship, answering questions, and building community through one-on-one and group interactions

#### Associate Inventory & Department Lead

August 2020 - May 2022

Old Navy

- Collaborated with management, enhanced departments and implemented new merchandising strategies which increased sales of targeted products
  - Assisted 5 brand associates and 2 managers, handled cash drawers, unloaded merchandise, and organized products, contributing to highly professional work environment
  - Stocked, replenished, and organized inventory with accuracy and efficiency, completing tasks 20% faster than average brand associates
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### LEADERSHIP & SERVICE

#### Member

September 2022 - Present

Huntsman Marketing Association

- Competed in local and national case competitions on teams of 3-5, creating cohesive marketing plans; awarded 2nd place by developing marketing and distribution strategies for a small business based on market research
- Participate in professional development activities such as workshops by experts in the field and marketing-based projects