

Riley Aldridge

Jasper, AL rileypaldrige@gmail.com

EDUCATION

Auburn University, Harbert College of Business
Bachelor of Science in Business Administration

Auburn, AL
May 2025

- Major: Marketing
- Honors: summa cum laude

EXPERIENCE

Hexagon: Safety, Infrastructure & Geospatial
Digital Marketing Intern

Madison, AL
May 2025 — present

- Support North American and global digital marketing teams on digital campaigns and special projects, contributing to brand visibility and lead generation
- Assist with prospect data management, lead lifecycle processes, and database hygiene to ensure accurate and effective targeting
- Analyze campaign and social media metrics to inform strategy, track engagement, and identify opportunities for improvement

Here Molly Girl
Marketing Intern

Opelika, AL
Jan 2025 — May 2025

- Wrote compelling captions, blog posts, emails, and campaign concepts for a diverse range of brands, ensuring content aligned with each unique voice and audience
- Supported Meta Ads strategy and optimization by analyzing performance data and making real-time adjustments to improve results
- Conducted market research, tracked trends, and collaborated across teams to drive content strategy and maintain seamless internal communication

VIVA HEALTH
Marketing & Sales Intern

Birmingham, AL
June 2024 — Dec 2024

- Developed and executed targeted social media strategies to increase brand awareness and foster meaningful audience engagement
- Collaborated with design and communications teams to create compelling presentations, DIY videos, and internal content aligned with brand identity
- Supported marketing initiatives through survey analysis, media pitching, and member engagement, helping strengthen brand relationships and community trust

Jacob Sanders Homes
Marketing Manager

Jasper, AL
May 2023 — Nov 2024

- Owned and managed all content creation, scheduling, and community engagement on Instagram and Facebook, growing the realtor's digital presence from the ground up
- Developed strategic, market-specific content plans and designed bold promotional materials that boosted brand visibility—resulting in a 229% increase in reach and a 118% rise in interactions
- Captured and curated professional photography to tell compelling visual stories for listings, helping potential buyers envision their next chapter

CERTIFICATIONS

- Digital Marketing Foundations, Marketing Psychology, Copywriting, Account-Based Marketing, Microsoft Office Shortcuts, Ethical Leadership, Canva Essentials, Graphic Design Essentials, Excel Expert, Excel Associate