

John Doe

Baltimore, Maryland

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PROFESSIONAL SUMMARY

Marketing student with 3 years of experience working in team-based and support environments. Seeking an entry-level marketing position to gain experience in the business field.

CORE QUALIFICATIONS

- Marketing strategy- digital and print
- Proficient in Photoshop, Illustrator, InDesign
- Create and update financial models
- Detail oriented and self-starter
- Excellent customer service skills
- Ability to develop presentations

EDUCATION

University of Baltimore, Baltimore, MD

Graduation: May 20XX

Bachelor of Science in Business Administration, Marketing

RELEVANT COURSEWORK

- Marketing Strategy
- Marketing for social media
- Digital Marketing
- Financial Management
- Statistics
- Business Ethics

MARKETING EXPERIENCE

University of Baltimore, Baltimore, MD

March 20XX – May 20XX

Student Assistant

- Participated in a recruitment campaign by contacting and educating 200+ prospective students through phone calls and emails
- Conducted outreach and marketing tables during routine open house events at the university as well as local high schools
- Documented phone calls and responses from outreach that was reported to the Director of Admissions

Optimized Thermal Systems, Beltsville, MD

August 20XX – December 20XX

Marketing Intern

- Updated company website layout, improving appearance and increasing monthly traffic by 15%
- Managed social media sites (Facebook, Twitter, Instagram) to promote company activities and products
- Identified new ways to advertise and market company services and products
- Researched company competitors and investigated new potential customers
- Updated company promotional materials including presentations and brochures