

MARKETING RESUME *example*

Kelsey Dutton

Current Address:

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Permanent Address:

2212 Sparrow Lane
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EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN

May 2020

Bachelor of Science in Business

GPA: 3.82/4.00

Majors: Marketing and Sustainable Business

Minor: English

Study Abroad, International Education of Students, London, England

May 2017

- Supervised peers as team leader to gain global business experience through study of British culture and economy

Accomplishments:

- Selected for Hutton Honors College
- Recipient of the Indiana University Excellence Scholarship

EXPERIENCE

IGS Energy, Columbus, OH

June 2019-August 2019

Sales Intern

- Consulted with customers to educate them on buying natural gas and electricity commodity based off the NYMEX futures and the PJM electricity market
- Forecasted future customer usages and calculated margins by using Excel based spreadsheets, pricing models, and the Demand Normalization Tool
- Achieved team summer goal of \$60,000 in newly generated revenue through successful relationship building and gained business deals with small to mid-size companies

ACCESS Development Services, Udaipur, India

May 2017-July 2018

Development Intern

- Developed and delivered an Excel workshop that educated ten ACCESS employees on Excel look-ups, pivot tables, and data validation, ultimately impacting the organization's ability to analyze data more effectively
- Analyzed survey data and reported on the status of 1,230 impoverished households in rural villages while recommending ways to alleviate poverty
- Designed brand and marketing materials for four new farming cooperatives in South Rajasthan

ACTIVITIES

Global Sales Leadership Society, Indiana University, Bloomington, IN

February 2017-Present

Development Team Leader

- Selected as 1 of top 12 (out of 50+) to participate in a rigorous three-year Global Sales Workshop and placed 2nd out of 60 students in Regional Sales Competition and 3rd out of 21 teams in National Team Sales Competition
- Train with sales representatives from major companies throughout the U.S. to gain negotiation sales skills
- Mentor new members to help them learn effective planning and organization techniques

Women in Business, Bloomington, IN

September 2017-Present

Fundraising Associate

- Plan and operate fundraising events on a team of four to raise capital for the organization, including persuading local business to support WIB events with donations of food and supplies
- Advertise through social media, flyers, and chalking to gain campus-wide awareness of fundraising events

Conference Associate

- Regulated a \$10,000 budget on a team of five to ensure protocol for spending, disbursements, and documentation
- Recruited five corporations successfully through email and phone calls to participate in the conference