
EDUCATION

UNIVERSITY OF ROCHESTER

ROCHESTER, NY

Bachelor of Science in Business – Marketing Track**Expected May 20XX**

- Overall GPA of 3.XX out of 4.0 and Dean's List 3 of 5 Eligible Semesters.
- *Selected courses:* Marketing Research and Analytics, Sampling Design, Marketing Projects and Cases, Advertising and Social Media, Product and Brand Management, Pricing Strategy, Operations and Strategy, Econometrics, Financial Management.

MARKETING RESEARCH, SOCIAL MEDIA MARKETING AND BUSINESS EXPERIENCE

ONLINE TRAVEL.COM

ANYTOWN, MA

Business Listings Department Market Research Intern**May 20XX-August 20XX**

- Conducted secondary market research on Hospitality Industry for large online travel community using government hospitality reports and contacting DMO's and estimated total market size of hospitality industry segmented by type of accommodation.
- Assisted in development and quality assurance of weekly email and direct mail advertising campaigns.
- Collected and analyzed campaign data to generate key web metrics including OR, CTR, C/OR, and CPM using Microsoft Excel. Findings were presented to management in advertising quarterly report.
- Performed research for new prospective advertising placements to promote new B2B offerings of the company. Analyzed site traffic, cost to advertise, and potential return on investment. Presented findings and recommendations to management in marketing report.

WASTE MANAGEMENT AND RECYCLING INC.

ANYTOWN, MA

Social Media Marketing Intern**May 20XX-August 20XX**

- Used Social Media outlets to promote the brand and services of toxic waste management company.
- Updated web content and used Google analytics to evaluate and improve SEO rankings and strategies necessary to improve increase market share and customer base; leading to 78% increase in website traffic.
- Wrote technical blogs for customer reference.
- Coordinated and participated in roundtable events for clients to help educate on topics in Environmental Health and Safety field.

UNIVERSITY OF ROCHESTER

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Team Green Student Manager and Marketing Intern**January 20XX-April 20XX**

- Supervise and direct group of seven students conducting research and implementing sustainability-related projects on campus.
- Generate reports and proposals documenting logistical implementation, environmental impact, and marketing strategies for initiatives.
- Improved sustainability by installing solar trash compactors, increased sustainable purchasing efforts by over 10% in two-years, implemented reusable coffee mug incentive program, and improved conservation via green appliance purchasing efforts.
- Design advertisements and promotional materials, write surveys, update social media outlets, and conduct public presentations.

MARKETING ANALYTICS AND STRATEGY PROJECTS

- **Market Research Plan and Business Presentation on Turf Management Industry:** Collaborated with team to provide market research deliverables for client with new golf course maintenance record keeping software that helps groundskeepers more accurately record chemical usage, water consumption, as well as labor. Conducted primary and secondary research on global markets and segment size, demographics, distribution channels, and effective marketing. Presented to client in PowerPoint and written report.
- **Marketing Plan on Sustainable Home Improvement Product:** Created marketing plan for new concept product, light sensitive/reflective roof tiles that reduce energy bills. Group efforts focusing on mixed marketing strategies, branding as well as the promotion of product.
- **Economics and Statistical Report on the Impact of Education on Career Earnings:** Used Stata to conduct regression analysis to examine how college quality, major, ability, intelligence, and family income impact career earnings. Presentation report containing illustrations of statistical hypothesis testing, analysis of findings and interpretation of results currently being prepared.
- **Research and Design Project on Collaborative Nature of the Social Media:** Researched theory of Collaborative Consumption and capability of Social Media and Web 2.0 companies to help society collaborate and advance ideas and opinions.

MARKETING MANAGEMENT AND MARKETING RESEARCH ANALYTICS QUALIFICATIONS

- Analytics and project management skills coupled with knowledge of web-based marketing initiatives and travel industry gained through market research/customer relationship management (CRM) internships.
- Communication skills required to draft and edit marketing materials, create presentations, and interact with clients and colleagues.
- Expanding Spanish language proficiency by enrolling in an intermediate course and immersion program in Honduras.
- Adobe Photoshop and InDesign, Microsoft Publisher, Word, Excel, PowerPoint, various CRM software applications, Mini-Tab, Stata, Quicken, limited SQL knowledge, Google Analytics, and Social Media outlets.