

Samantha Carter

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Objective

To obtain the Digital Marketing Internship position at RDO Equipment Co. in Fargo, ND.

Education

North Dakota State University, Fargo, ND

Expected Graduation: May 20XX

Bachelor of Science Degree in Marketing

GPA: 3.2/4.0; Dean's List (2 semesters)

Related Coursework

MRKT 465: Digital Marketing

MRKT 420: Advertising and Integrated Marketing Communication

MRKT 438: Customer Relationship Management (CRM) and Sales Technology

MRKT 460: Marketing Strategy

Class Projects

Digital Marketing - National Student Advertising Competition (NSAC)

Fall 20XX semester

Wienerschnitzel – changing perception of one of America's favorite foods: the hot dog.

- Designed a social media/email campaign that reached 100,000 individuals and achieved 78,000 shares across all platforms used
- Collaborated with group members using Trello and Slack to maintain organization
- Showcased public speaking skills when presenting the campaign for an audience of 150 people at the NSAC competition

Advertising and Integrated Marketing Communication

Spring 20XX semester

Email campaign to increase student patronage at Incognito Burrito by 30%.

- Gathered content to create email campaign, reporting the successful results of 32% increase in student customers at a final presentation to classmates
- Developed writing/editing skills when building the campaign to ensure professionalism
- Executed attention to detail when researching, writing, and reviewing analytics in timely manner

Campus Involvement

NDSU Women's Basketball Team

August 20XX – Present

Player

- Demonstrate teamwork during practices/games by communicating clearly to teammates
- Display time management while balancing full-time coursework while being an athlete
- Illustrate strong work ethic by arriving to practices early and practicing outside scheduled times

Volunteer Experience

Great Plains Food Bank

August 20XX – Present

Volunteer

- Exhibit interpersonal skills when assisting families as they shop for necessary items

Computer Skills

- Microsoft Office Suite
- Google Suite
- Twitter
- Snapchat
- Trello/Slack
- Facebook
- Instagram
- HootSuite