

Samantha Carter

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Education

North Dakota State University (NDSU), Fargo, ND

Expected Graduation: May 20XX

Bachelor of Science Degree in Marketing

Related Coursework

- MRKT 420: Advertising and Integrated Marketing Communication
- MRKT 438: Customer Relationship Management (CRM) and Sales Technology
- MRKT 460: Marketing Strategy
- MRKT 465: Digital Marketing

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 (NDSU)

Spring 20XX semester

Email campaign to increase student patronage at Mac Daddy's 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
- Demonstrated attention to detail when researching, writing, and reviewing analytics in timely manner

Experience

Jamestown Parks and Recreation, Jamestown, ND

Summers 20XX – 20XX

Youth Basketball Camp Assistant Coach

- Showed strong communication and patience when teaching youth ages 6-12 in the basics of basketball
- Used creativity and adaptability to develop and adjust drills that are engaging and productive for the participant engagement and learning

Campus Involvement

Women in Business (NDSU) Fargo, ND

January 20XX – Present

Public Relations Officer

- Coordinate and post announcements for upcoming events to the organizations various social media accounts including Instagram, Twitter, and Facebook
- Create and edit photos and videos from events to be posted to social media including Tik Tok and Instagram reels

NDSU Women's Basketball Team, Fargo, ND

August 20XX – Present

Player

- Utilize 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

Technical Skills

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|--------------------------|-----------|-------------|
| • Microsoft Office Suite | • Trello | • Instagram |
| • Google Suite | • Slack | • Facebook |
| • Hootsuite | • Twitter | • Snapchat |
| | • TikTok | |