

# YOUR NAME

(210) 123-4567 | Address@email.com | LinkedIn URL

## CAREER SUMMARY & ACCOMPLISHMENTS

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- Managed marketing coordination for North Texas Student Conference 200+ participants
- Proficient in media communication, outreach curriculum, development of print media
- Bilingual: Spanish and English
- Microsoft Suite; Front Page; Adobe; Canva; Marketo; familiar with Google analytics
- Advanced social media experience in LinkedIn, Twitter, Facebook, Instagram, Snapchat

## EDUCATION

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The University of North Texas- Denton, TX

**Bachelor of Arts in English**  
*Minor in Marketing*

Anticipated Graduation: **Month Year**  
GPA: 3.55

### Coursework:

- Marketing Research – 2 analysis projects completed
- Strategic Marketing Solutions – Department commendation for team projects
- Consumer Behavior – 3 research surveys on DFW consumer trends

## RELATED EXPERIENCE

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### **Program Coordinator, American Marketing Association**

Month Year – Present

The University of North Texas, Denton TX

- Marketed and coordinated Fall North Texas Student Conference of over 200 students
- Serve as committee member for North Texas Student Marketing Association
- Implemented new publicity and marketing techniques over 3 month time, resulting in membership increase of 30% and 25% retention increase of existing members
- Maintain member database of over 300 personnel for South Texas Student Marketing Association
- Regularly design and write press releases, flyers, brochures, and website publicity

### **Volunteer Publicity Chairman, Disaster Services**

Month Year – Month Year

Salvation Army, Denton, TX

- Created two 10 page volunteer recruitment and client information manuals and materials
- Trained over 30 disaster relief volunteers in public relations and working with media
- Implemented new media relations procedures, resulting in an 20% increase in media coverage
- Received commendation by Board Chairman for meeting all deadlines for reports and news releases over 1<sup>st</sup> quarter

## WORK HISTORY

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- Head Salesperson, Starbucks, San Antonio, TX Month Year - Month Year
- Work-Study: Office Administration and Lifeguard; UTSA Month Year - Month Year
- Cashier, HEB Grocery, San Antonio, TX Month Year - Month Year