**PROFESSIONAL PROFILE**

In 2-3 sentences, summarize your strongest qualifications and experiences in relation to the position for which you are applying. Highlight your strongest relevant core competencies and tech skills. Include exactly what kind of position you are looking for.

Fast learner with exceptional interpersonal and written communication skills, excellent problem-solving techniques, and a keen eye for detail. Proven track record of resolving issues, increasing customer satisfaction, and driving overall operational improvements. Seeking an entry-level position in the marketing industry.

**RELEVANT SKILLS**

Core Competencies are your soft skills. List 3-5 skills that show who you are as an employee.

**Core Competencies:** Reliability | Organization | Creativity | Customer Service | Competency

Technical skills are the systems you are proficient in. List 3-5 skills that show what you can do.

**Technical Skills:** Microsoft Word | Microsoft Excel | Adobe Premiere | Canva | Skill

**EDUCATION**

List as **Degree Name** in **Major**

**Bachelor of Arts** in **Communication Studies** GPA: If above 3.0

**Minor** in **Spanish** Only include if relevant to job applying for, or if it represents a bilingual ability

*University of North Texas* Denton, TX

Expected Graduation Date: Mon Year

Only include “expected graduation date” if you’re more than a few months removed from graduating. For example, no need to include if it is March or April and you are graduating in May.

**CERTIFICATIONS remove if not applicable**

* Google Analytics Certified (Nov. 2021)

**HONORS & AWARDS remove if not applicable**

* President of the Marketing Students Association (Fall 2021 – Spring 2022)
* President’s List Spring 2020 – Fall 2021

**LANGUAGES remove if not applicable**

**ONLY include if you can carry on a basic conversation in second, third, etc. languages – if applying for a communications-heavy position, include whether you can write fluently in second language**

* Spanish (able to write and edit in Spanish as well as English)

**RELEVANT COURSEWORK**

**Remove if not needed to meet job requirements/qualifications**

List courses relevant to the job you’re applying for. Specifically look at the requirements for the intended job and think through which of the skills you’ve learned in a particular class. Then list what was involved in that class and how you learned those skills. This information is likely found in your course syllabus. List course info as bullet points beginning with a past-tense action verb.

**Marketing 101: Introduction to Marketing** Fall 2018

* Assessed market potential, understood and analyzed customer behavior, and focused resources on specific customer segments and against specific competitors.
* Understood the role of distributors, retailers, and other intermediaries in delivering products, services and information to customers.
* Learned to develop, measure, and capitalize on brand equity.
* Gained experience mixing communication efforts effectively across media.

**Digital Marketing** Fall 2021

* Understood the economics of digital environments, including freemium models and building two-sided markets. Became proficient in performing unit economics analysis and market sizing.
* Designed a digital marketing strategy using micro-targeting to reach target audiences through multiple marketing channels and technologies. Gained understanding of the standard portfolio of digital marketing tools (SEO, SEM, Display, Email, Social etc.) and how to utilize them.
* Evaluated and improved the effectiveness of marketing campaigns utilizing different digital marketing techniques.

**EXPERIENCE**

Include jobs, internships, and long-term volunteer positions. Even if the job is not highly relevant to the position you’re applying for, there are likely skills you learned that transfer across industries. For example, customer service jobs teach conflict resolution skills and interpersonal skills. Maintenance jobs teach time management and attention to detail.

Clarify if the position was seasonal or an internship. If seasonal, list the start and end dates to encompass the entire time you were employed as the “Seasonal” designation explains it was interrupted work time. List volunteer positions only if long-term (6+ months) and required a similar schedule to a part-time job (5-20 hours per week).

**List as:**

**COMPANY NAME** Starting Mon Year - Ending Mon Year

***Job Title (Seasonal/Volunteer)*** City, State

* What did you do and what did you use to do it. Quantify with numbers when you can.
* Concentrate on the **impact** of what you learned/accomplished.
* Begin each bullet with a past-tense action verb.

**OLD NAVY** April 2020 – Present

***Retail Associate*** Denton, TX

* Cleaned sales floor, organized impulse items, and straightened and folded merchandise.
* Promoted customer loyalty and consistent sales by providing friendly service and knowledgeable assistance.
* Answered questions about store policies and concerns.
* Stocked merchandise, clearly labeled items, arranged by size or color, and put together attractive displays at the beginning of each shift.
* Greeted customers, assisted them in finding merchandise, and made recommendations.
* Provided training and acted as a peer coach for new Retail Associates.
* Collaborated with Shift Managers to resolve issues and address customer concerns utilizing creative problem-solving and conflict resolution skills.
* Set goals to achieve complete customer satisfaction, including tracking down hard-to-find merchandise in a variety of locations.
* Used Point Of Sale (POS) system to process sales transactions, returns, and exchanges.

**AGENCY MARKETING** Sept. 2021 – Dec. 2021

***Marketing Intern*** Dallas, TX

* Helped with administrative tasks such as proposal writing, creating presentations, documentation, wording, and delivery.
* Conducted market research on brand performance, competitors, and customers.
* Tweaked ads to better align with target demographics and increase conversion rates.
* Worked with other members of the team to help expand social media channels, including Facebook, Twitter, Instagram, and TikTok.
* Modernized web pages, updated social media presence, and crafted email campaigns as part of a comprehensive strategy to improve customer engagement.
* Supported branding, digital marketing messaging, and advertising campaigns by engaging with followers on various social media platforms.
* Helped with the collection and analysis of social media metrics.
* Wrote reports that included project updates, performance data, and current trends.
* Wrote interesting copy with an eye for current trends and viral potential.
* Created and developed an original marketing campaign and presented the proposed strategy to key stakeholders.
* Completed tasks in various departments while learning about the marketing industry's work environment and job responsibilities.

**OLIVE GARDEN** Sept. 2018 – March 2020

***Shift Leader/Host/Busser*** Denton, TX

Whenever you receive a promotion, you can either list the positions together under one section (as in this example**) with a note about the promotion and additional responsibilities**, or you can create an entirely new section. The latter is recommended when the new responsibilities are very different from responsibilities of the position originally hired into (ex: promotion from cashier to assistant manager after 6+ months).

* Promoted to shift leader after nine months as host and busser. Additional responsibilities include assigning duties to specific employees based on role and skills, supervising employees and assisting with tasks as necessary, and training new and current team members on tasks.
* Answered customer questions about hours, seating, and allergen menus.
* Used POS system to record available tables after seating each party.
* Kept track of reservations and oversaw server balance and table turnover to ensure customers were properly seated and satisfied.
* Created artistic menu boards that used eye-catching decorative techniques to highlight current specials and promotions.
* Cultivated positive guest relations by informing servers of newly seated parties and specific guest requests for quick, efficient service.
* Checked the seating area and the restrooms to make sure they were clean every hour.
* Cleaned dishes and wiped down tables after guests left.
* Organized menus, spaces, and special requests for guest parties.

**ADDITIONAL EXPERIENCE**

**Remove if not applicable**

Only include information that is relevant to the position you’re applying to OR information that shows key skills not seen elsewhere (ex: leadership, commitment to community service, skills included in position posting, etc.)

**List as:**

**[Title/Volunteer], Program/Organization** Dates Active

* What did you do and what skills did you learn.

**Professional Leadership Program** Fall 2019 – Present

* Attended weekly meetings to discuss one or more of 7 core competencies (Stewardship, Servant Leadership, Communication, Teamwork, Diversity & Inclusion, Problem Solving, and Ethical Practice).
* Worked with a team of students from diverse majors to analyze a situation and conduct evaluations of real business scenarios, culminating with a presentation of findings to a panel of executives. Case study project was repeated each fall semester.
* Prepared a short, persuasive public presentation within a short timeframe as part of the PLP Pitch Competition. Competition was repeated each spring semester
* Met requirement to complete at least 2 hours of community service each fall semester through PLP-sponsored service opportunities.

**Volunteer, Denton Animal Shelter** Nov. 2018 – Jan. 2020

* Volunteered for weekly four-hour shifts as a feline and canine caregiver.
* Performed crate and kennel cleaning duties to ensure each animal had a safe, clean, and comfortable environment throughout the day. Responsibilities include washing food bowls, emptying litter pans, freshening bedding, and general cleaning of the adoption area.
* Performed feline and canine care through socialization activities, dog walking, and enrichment training.
* Served as part of the events team as needed. Responsibilities include assisting in the transportation of animals to adoption events, managing interactions between guests and the animals during the event, and processing adoption applications.