

BUSINESS INDUSTRY FOR NON-BUSINESS MAJORS

The format of this résumé can be used for multiple majors and fields

First Name Last Name

123 Street Name, City, ST 01234 • (555) 555-5555 • First.lastname@uconn.edu • www.linkedin.com/in/name

OBJECTIVE

Seeking marketing co-operative education position demonstrating strong communication, assessment, and organizational skills

EDUCATION

University of Connecticut, Storrs, CT

Bachelor of Arts, English, May 20XX

Minors: Communication, Digital Marketing & Analytics

GPA: #.##/4.00; Dean's List: Fall 20XX-Spring 20XX; Honors Program

RELATED COURSEWORK

Cross Cultural Communication

Managerial and Interpersonal Behavior

Public Speaking

Public Relations Writing

Communication Processes in Advertising

Strategic Brand Management

SKILLS & CERTIFICATIONS

Computer: Microsoft Excel, Word, PowerPoint; Adobe Illustrator, Photoshop

Language: Proficient in Spanish

MARKETING EXPERIENCE

Walnut Street Theater, Philadelphia, PA

Marketing Intern, May 20XX-August 20XX

- Wrote press releases for upcoming events by researching shows and customizing promotions for target audiences
- Planned the "Rent" cast party fundraiser by collaborating with a variety of departments and staff members; raised \$50,000 for the Pennsylvania Aids Project
- Maintained and updated contact information for local and national media to ensure fast and effective dissemination of communication and marketing materials

ACADEMIC PROJECTS

Communication Technology and Social Change, UConn, Storrs, CT

Title: Improving Healthcare through Technology, January 20XX-Present

- Developed marketing proposal based on research findings to promote technology sales to new target populations

Communication Persuasion, UConn, Storrs, CT

Title: Impact of Female Positive Marketing Strategies on Children's Career Aspirations, January 20XX-May 20XX

- Demonstrated the financial and social value of incorporating positive female role models into children's advertising through in-class presentation and PowerPoint
- Analyzed qualitative and quantitative research of children's perceptions of female role models in order to determine the impact of advertising on children's belief systems around career aspirations

ACTIVITIES

Rainbow Center, UConn, Storrs, CT

Public Relations Coordinator, January 20XX-Present

- Promote involvement activities, philanthropic opportunities, and educational events to students
- Coordinate and update the organization's Facebook and Twitter social media sites to keep public informed of upcoming events and announcements

American Marketing Association, UConn, Storrs, CT

Member, January 20XX-Present

- Engage in career exploration opportunities by participating in job shadowing in firms and corporations, and attend professional speaker panels

Multicultural Business Society, UConn, Storrs, CT

Member, September 20XX-May 20XX

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FIRST Initial (Preferred Name) LAST NAME

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Objective

Seeking a financial analyst position at Webster Bank emphasizing strong computational, analytical, and customer service skills

Education

University of Connecticut, Storrs, CT

Bachelor of Science, Statistics, May 20XX

Related Courses

Probability and Statistics Problems, Statistical Quality Control and Reliability, Statistical Data Analysis, Operations Research, Money and Banking

Skills

Computer: Microsoft Access, Excel, PowerPoint

Software: SAS, SPSS, SQL, Tableau

Related Experience

Citibank, New York, NY

Investment Banking Intern, May 20XX-Present

- Utilize banking databases and SAS in order to research and compute financial spreadsheet modules for management's use with prospective clients
- Generate financial models in SPSS Comprehensive Statistical Software; research potential investments for clients
- Analyze and organize clients' financial statements and entered data into Excel resulting in convenient access for management to inform clients of new or updated personal investments

UConn Foundation, University of Connecticut, Storrs, CT

Phonathon Caller, September 20XX-May 20XX

- Persuaded alumni of the University to support the growth of UConn by making financial contributions
- Earned top fundraiser status within first three months on the job by soliciting funds from 45 new contributors

Student Support Services, University of Connecticut, Storrs, CT

Peer Advisor, August 20XX-May 20XX

- Advised six first-year students on financial planning and budgeting strategies utilizing knowledge of campus resources to support students' transition into college

Leadership Experience

UConn Center for Career Development, UConn, Storrs, CT

Career Intern, August 20XX-May 20XX

- Critiqued résumés for undergraduate students to offer feedback on content and formatting to enhance quality
- Presented in-class workshops on a variety of topics including résumé writing and interviewing techniques

Activities and Volunteer Experience

African American Cultural Center, University of Connecticut, Storrs, CT

Event Volunteer, January 20XX-Present

- Design a volunteer program for college students to honor and celebrate Martin Luther King Jr. Day

Economics Society, University of Connecticut, Storrs, CT

Member, September 20XX-Present

American Red Cross, University of Connecticut, Storrs, CT

Blood Drive Volunteer, October 20XX-August 20XX