

# BUSINESS MAJOR/MARKETING

*The format of this résumé can be used for any major/field*

## First Name Last Name

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### OBJECTIVE

Seeking an internship in brand marketing utilizing data analysis, research skills and project management skills.

### EDUCATION

**University of Connecticut**, Storrs, CT

Bachelor of Science, Business

May 20XX

**Major:** Marketing, **Overall GPA:** 3.58/4.00     **Major GPA:** 3.68/4.00

### SELECTED COURSEWORK

Sales Management and Leadership

Integrated Marketing and Communications

Global Marketing Strategy

Marketing Research

### SKILLS

Computer: Adobe Photoshop, SPSS, Wordpress, Microsoft Outlook, Word, Excel, HTML, CSS, Video Production

Language: Proficient in German (written and verbal)

### WORK EXPERIENCE

**The Voice**, New York, NY

May 20XX – August 20XX

#### Marketing Intern

- Designed video programming for multiple marketing campaigns in excess of \$50,000 per campaign
- Researched current market trends to determine the best course of action for each campaign
- Presented original ideas about marketing techniques to senior management
- Worked with Adobe Suite products to create ads for ten viewing platforms

**Ballus Marketing Media LLC**, Hartford, CT

May 20XX – August 20XX

#### Marketing Intern

- Researched and analyzed social media resources utilized by competitors to make recommendations for increased social media strategy of the firm; increased customer utilization of website by 10%
- Collaborated with internal departments to review data analytics of past marketing platforms to create best practices manual for internal use
- Utilized brand marketing knowledge to assess client information and apply that to ongoing marketing projects

**Apple**, Storrs, CT

December 20XX – May 20XX

#### Campus Representative

- Promoted and marketed Apple products on campus by designing flyers for events
- Conducted demonstrations of Apple programs such as iPhoto, iCal, iMovie, and iPages
- Consulted with UConn bookstore staff and groups on campus to encourage use of Apple products and successfully increased usage by 5%

**First Year Programs & Learning Communities**, UConn, Storrs, CT

August 20XX – December 20XX

#### Mentor

- Created and implemented lesson plans each week for a class of 19 first-year students
- Provided academic and social support to aid students in the transition from high school to college life
- Facilitated group discussions on diversity, health and wellness, and study skills

### LEADERSHIP / ASSOCIATIONS

**Pi Sigma Epsilon**, UConn, Treasurer

September 20XX – December 20XX

**Marketing Society**, UConn, Member

January 20XX – May 20XX