

FIRST LAST Sample 1

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Portland, OR
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sample@up.edu

EDUCATION

B.B.A., Marketing
University of Portland, Portland, OR

Expected May 20XX
GPA 3.6

ACADEMIC EXPERIENCE

Digital Marketing

January - May 20XX

- Developed practical digital marketing strategies using Google Analytics for a local non-profit, focusing on website optimization, SEO, and Google Ads campaigns to increase community awareness.
- Gained hands-on experience with customer data platforms, email marketing, social media management, and mobile marketing techniques
- Applied emerging technologies like chatbots to create competitive marketing strategies while considering ethical implications

Communication: International Olympic Committee Project

August - December 20XX

- Analyzed breakdown in the organizational communication function of the IOC.
- Implemented multiple communication theories to analyze problems within the IOC.
- Conducted extensive research and interviews in order to present creative strategies.
- Compiled full case analysis and enhancement measures in mock training manual for the IOC; presented manual to mock committee.

RELATED EXPERIENCE

Director

September 20XX - Present

Campus Program Board, Portland, OR

- Began as member, served as Marketing Director, and elected Director by student senate vote.
- Manage 20 members, XX chairs, and \$150,000 annual budget to plan over 50 campus wide events each year.
- Created and distributed surveys using Qualtrics and SurveyMonkey to gather feedback to improve events
- Lead pre and post event meetings, generating innovative marketing ideas, and solving problems.

Research Intern

May 20XX - August 20XX

Anderson Communications, Washington, D.C.

- Conducted preliminary research on current policy issues using online databases and government websites, summarizing findings for senior staff members
- Assisted in compiling media coverage reports on specific legislative topics, tracking trends and public sentiment for internal briefings
- Supported content creation efforts by scheduling posts using Hootsuite and Sprout Social, yielding 7% increase in followers
- Conducted basic data analysis using Google Analytics to track website traffic and user behavior, and developed simple infographics and charts using Power BI and presented findings in team meetings

SKILLS

Programs: Google Analytics, Sprout Social, Hootsuite, Qualtrics, SurveyMonkey, Power BI

Languages: Spanish (intermediate fluency including Business Spanish) English (native fluency)

ADDITIONAL EXPERIENCE

Barista, Bon Appetit, Portland, OR

September 20XX - Present

Volunteer, SMART, Portland, OR

October 20XX - May 20XX

Basketball Referee, Intramural Sports, Portland, OR

September 20XX - May 20XX