

Full Name

 000000000000  username@gmail.com  linkedin.com/in/username/

OBJECTIVE

Recent graduate with a Bachelor of Business Administration in Marketing, excited to begin a career in brand management. Self-motivated and a fast learner, passionate about working with all social media platforms, and keeping up with the latest industry trends. Aiming to apply my relevant educational background and experience to [Company Name]'s open [Position Title].

RELEVANT SKILLS

Facebook Business Suite

Hubspot CRM

Microsoft Office

Google Drive

Research

Content Creation

Budgeting

Analytics

Social Media

EDUCATION

ABC University, Athens, GA

Bachelor of Business Administration in Marketing, May 20XX | GPA: 3.6 | Honors: *Cum Laude*

Relevant Coursework

- Led a market research project that surveyed 680 local consumers and used the information gathered to pitch marketing plans for local businesses, earning a paid internship at Happy Paws Pet Supplies
- Started a marketing tips blog as a project for a freshman-level marketing class, successfully growing it to 450 subscribers by graduation via social media promotion

WORK EXPERIENCE

XYZ Pet Supplies, Athens, GA

Marketing Intern, May 20XX – Present

- Implemented a social media marketing plan targeting local consumers with paid campaigns, giveaways, and event promotions
- Sent weekly email newsletters, achieving a 24% open rate and a 1.9% click-through rate
- Introduced various SMS/email coupon campaigns, resulting in a 2.4% redemption rate

ABC, Athens, GA

Server, Jul 20XX – May 20XX

- Pitched drink and dessert specials to restaurant guests, leading to a 40% upsell success rate and earning a top-performing server bonus in 19 of 24 months on the job
- Started an Instagram page for the restaurant, growing the profile from 0 to 1,500 followers and resulting in an average of 40 DM reservations per month
- Recruited 10 new employees via interaction on local online job boards

