

<INSERT AWESOME NAME>

<City>, <State> <Zip Code> ♦ (XXX) XXX-XXXX ♦ <Email@email.com> ♦ <LinkedIn URL>

NOTE: This resume is longer than 1 page to show examples and give descriptions - but your resume should be 1 page! Make sure you delete all our notes in yellow when you're done with your own version!

OBJECTIVE

<Insert 1-2 sentences on who you are and what type of role you're looking for>

Creative and results-driven marketing student seeking SEO internships. Experienced with AI tools, keyword optimization, and backlink strategy.

EDUCATION

Your University, Sunny City, CA

Mmm 20XX – Mmm 20XX

<Baller Degree in Subject>

- **GPA:** X.X/4.0; Dean's List Honors
- **Coursework:** <Relevant Course 1>, <Relevant Course 2>, <Relevant Course 3>, <Relevant Course 4>, <Relevant Course 5>
- **Leadership:**
 - o Officer for Student Business Organization
 - **<Insert succinct description of responsibilities>**
 - o Team Captain Swim Team
 - **<Insert succinct description of responsibilities>**

PROFESSIONAL EXPERIENCE

Awesome Startup & Co., San Francisco, CA

Mmm 20XX – Mmm 20XX

Marketing Intern

<Insert 1-2 Sentence Description>

Responsible for social media management and execution, content creation for user engagement such as our company newsletter and SEO efforts, as well as email marketing.

- **<Insert 3-5 responsibilities and measurable impact from your work, examples below>**
- Managed and grew the company's TikTok presence, increasing total followers by 300% from 300 to 900 followers and boosting average engagement rate from 2.1% to 4.7% through the internship.
- Wrote, designed, and scheduled weekly newsletters using Mailchimp and Canva, achieving an average open rate of 42% and a click-through rate of 8%, outperforming industry benchmarks.
- Planned and executed monthly content calendars, aligning posts and email themes with product launches and seasonal campaigns to drive consistent traffic to the website and online store.

Extern, Inc., New York City, NY

Marketing Extern, Beats by Dre

Mmm 20XX – Mmm 20XX

- Developed and administered a consumer behavior survey, gathering insights from 100 targeted respondents, leveraging AI-powered tools to identify brand perception and purchasing motivators.
- Analyzed and visualized real-world consumer data, translating trends into clear, actionable insights that informed Beats by Dre's product strategy and marketing decisions through a presentation.
- Conducted competitor analysis by reviewing market trends and brand loyalty metrics, presenting recommendations to the Head of Consumer Insights.

Venture Capital Extern, IgniteXL Ventures

Mmm 20XX – Mmm 20XX

- Conducted a comprehensive market and competitor analyses of 20 early-stage wellness startups, identifying unique differentiators and technology integrations for IgniteXL's investment evaluations.
- Created an in-depth investment memo on a wellness tech startup, analyzing market potential, competitive landscape, and projected growth to support IgniteXL's due diligence process.
- Presented the investment memo to a Venture Partner, showcasing data-driven insights and strategic recommendations that informed early-stage investment decisions.

Research Assistant to Dr. Professor Full Name

<Insert 1-2 Sentence Description>

Assisted <Insert Professor Name> with a study on behavioral economics researching the effectiveness of financial versus nonfinancial incentives.

- <Insert 3-5 responsibilities and measurable impact from your work, examples below>
- Supported study design and execution, including formulating research questions, refining methodology, and coordinating data gathering efforts.
- Ran and gathered over 1000 data points through 8 primary data collection points.
- Collaborated with the research team to synthesize findings and produce visuals used for draft sections of the working paper, which was recently submitted to a peer-reviewed economics journal.

ACTIVITIES & OTHER INFORMATION

Certifications & Awards: Salesforce Certification, Google Digital Marketing Certificate

Technical Skills & Tools: Canva, Salesforce-certified, Semrush

Languages: French, Mandarin Chinese, English