

# <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.

**Department of Economics, University X, Sunny City, CA**  
**Research Assistant to Dr. Professor Full Name**

Mmm 20XX – Mmm 20XX

**<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**

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**Certifications & Awards:** Salesforce Certification, Google Digital Marketing Certificate

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

**Languages:** French, Mandarin Chinese, English