



MARKETING SAMPLE RESUME

1234 Street Avenue • Salt Lake City, UT 84100 • (801) 555-3333
emailaddress@utah.edu – linkedin.com/in/yourname

EDUCATION

University of Utah, David Eccles School of Business

Salt Lake City, UT

Bachelor of Science in Marketing

May 2018

- Dean's List Fall 2015 to present, GPA: 3.78
- Business Scholars, a program for high-achieving business students, Fall 2015 to present
- Studied abroad in Paris, France to take accelerated marketing courses as part of Business Scholars
- Related courses: Advertising Management; pitched a promotion to local corporate executives, Digital Marketing; created a WordPress website, optimized site for SEO, and utilized data analytics

EXPERIENCE

MRM McCann

Salt Lake City, UT

Advertising Intern

May – August 2016

- Researched over 200 customers to determine customer experience in terms of people, processes, and technology; presented findings to senior executives
- Liaison between Customer Experience Team and Advertising Team for 5 upcoming campaigns
- Created graphical dashboards to enable quick assessment of customer satisfaction by global region
- Recipient of "Summer 2016 Top Intern" award

Lassonde Entrepreneurship Institute

Salt Lake City, UT

Marketing Associate

January 2016 – May 2016

- Promoted the Lassonde Entrepreneurship Institute programs, events, and competitions through use of mixed media including banners, flyers, mail pieces, and innovative website design
- Utilized Google Analytics to reorganize website layout resulting in 40% increase in time spent on the site
- Assisted in creation of a comprehensive marketing plan for the launch of the new Lassonde Studios
- Received certification in Google Analytics and Google AdWords

Marketing Assistant

September 2015 – January 2016

- Worked with Lassonde Ambassadors to create materials used in recruiting high school students
- Created 4 new web pages for the Lassonde Entrepreneurship Institute website
- Initiated the use of Google Analytics to track website traffic resulting in refreshed content for the site

Chipotle

Salt Lake City, UT

Shift Manager

May 2013 – September 2015

- Managed a team of 6 to efficiently serve 80-120 customers per shift
- Promoted to Shift Manager within first 6 months

ACTIVITIES & INTERESTS

- American Marketing Association University of Utah Chapter Vice President, Spring 2016 – present
- FIRST Lego League competition pit judge at yearly qualifiers and regional competition, 2012 – present
- Conversational fluency in Spanish and French
- Enjoy writing a blog on cooking for college students and golfing for the beginner