**MARKETING SAMPLE RESUME**

(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 20XX

* Dean’s List Fall 20XX to present, GPA: 3.78
* Business Scholars, a program for high-achieving business students, Fall 20XX to present
* Studied abroad in Paris, France to take accelerated marketing courses
* 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 Salt Lake City, UT

Advertising InternMay – August 20XX

* 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 campaigns
* Created graphical dashboards to quickly assess customer satisfaction by global region
* Recipient of “Summer 20XX Top Intern” award

Lassonde Entrepreneurship Institute Salt Lake City, UT

Marketing AssociateJanuary 20XX – May 20XX

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

Marketing AssistantSeptember 20XX – January 20XX

* Worked with Lassonde Ambassadors to create materials to recruit 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 ManagerMay 20XX – September 20XX

* 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 U of U Chapter Vice President Spring 20XX – present
* FIRST Lego League pit judge at qualifiers and regional competition 20XX – present
* Conversational fluency in Spanish and French
* Enjoy writing a blog on cooking for college students