**FIRST LASTNAME**

555-555-5555 | [name@gmail.com](mailto:name@gmail.com).com | <https://www.linkedin.com/in/name>/

**MARKETING SPECIALIST | PRODUCT & BRAND MANAGEMENT**

**EDUCATION**

**VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT - Nashville, TN Year**

Master of Science, Marketing

*Honors and Activities:* Graduated top 20% of class; Turner Family Center, Owen Marketing Association

**TEXAS UNIVERSITY - City, ST Year**

Bachelor of Business Administration

Major: Marketing; Minor: Child and Family Studies

* Dean’s Academic Honor List: Fall 20xx, Fall 20xx, Spring 20xx
* Business Alpha Theta, Large Student Association, Finalist, Ethics Case

**TECHNICAL SKILLS:** SPSS, Tableau, Google Analytics, SaaS, Excel, Add relevant skills, languages

**EXPERIENCE**

**AD AGENCY –** City, ST **Spring 20xx**

***E-Commerce Marketing Intern***

* Led the collaboration with a variety of agency teams to create weekly social media posts
* Increased brand awareness for major client by generating weekly marketing plan
* Analyzed and translated Google spreadsheets for healthcare clients to ensure data alignment

**PROFESSIONAL ASSOCIATION –** City, ST **Spring 20xx**

***Marketing Intern***

* Produced and published videos utilizing Vimeo to highlight organization’s employees and accomplishments
* Created and distributed 16 leadership infographics to increase organization’s visibility

**TEXAS UNIVERSITY MODERN LANGUAGES & CULTURES –** City, ST **Year - Year**

***Office Assistant***

* Recorded and coordinated department and divisions’ data to maintain semester schedules
* Planned $750 budget allocated for office inventory to ensure optimal departmental operations
* Oversaw and coordinated five student workers’ schedules to align with departmental needs

**MEDICAL SERVICES PROVIDER-** City, ST **Spring Semester Year**

***Marketing Intern***

* Implemented recommendations per company’s Marketing Plan to ensure alignment with strategic marketing goals
* Developed social media content with health infographics and posted 4x per week on major media platforms
* Utilized Loomly technology to analyze engagement and track best posting times for the accounts

**LEADERSHIP**

**BUSINESS ALPHA THETA, Texas University –** City, ST **Year - Year**

***Social Committee Member***

* Created social media advertisements to generate event awareness
* Coordinated eight social events over two years that generated 80 new members
* Fostered community of 200 members