**COLLEGE STUDENT RESUME**

Tom San

(xxx)-xxx-xxxx

your@email.com

123 Your Address

City, State, Zip Code

**Career Objective**

Diligent university student who has never failed to meet a project deadline during four years at Texas A&M. Aiming to leverage my writing, sales skills, and knowledge of product development to land an internship for [TARGET COMPANY]’s marketing team. Ability to critically think and implement ideas will help [TARGET COMPANY] reach more consumers and expand its outreach.

**Education**

TEXAS A&M,College Station, TX : September 2013 – Present

**B.A. IN MARKETING**

GPA: 3.93

* Relevant completed courses: Consumer Behavior, Retail Concepts & Policies, Professional Selling, Social Media & Public Relations, Advertising, and Creative Marketing
* Awards & Honors: Won First Runner Up at the 2015 Texas A&M Collegiate Sales Competition in a pool of 48 competitors
* Clubs & Organizations: Treasurer of the Aggies Advertising Club, Vice President of the Texas A&M Key Club (Fall 2016 – Present)

**Marketing Projects**

**“SHOP LOCAL” CAMPAIGN : October 2016 – December 2016**

* Used online, PR, and offline marketing in a way that yielded tangible results, increasing business at local stores by 13% over a three-month period
* Surveyed students and locals from the College Station area and gathered data about their shopping habits
* Worked within a $2,000 campaign budget as the leader of a five person team

**COLLEGIATE SALES COMPETITION : April 2016**

* Participated in a mock sales competition which required both savvy and intimate knowledge of marketing tactics
* Prepared a 20-page sales document, a fine-tuned sales pitch and a variety of diagrams to maximize my 15-minute mock meeting
* Worked with industry professionals and got thorough feedback, thus honing my marketing and sales skills

**Additional Skills**

* Intimate familiarity with major social media marketing platforms: Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Reddit, Tumblr
* WordPress, Drupal CMS platforms
* Fluent in Spanish