**MARKETING RESUME**

City, State 12345

your.email@gmail.com

(123) 456-7890

**OBJECTIVE**

Energetic and passionate college student working toward a BSc in Marketing at the University of Georgia. Gained expertise in data analysis, publication marketing, web-based advertising, and brand consulting. Aiming to use knowledge of advertising, PR, product development, and consumer research strategies as a Marketing Intern at Power Partners, Inc.

**EDUCATION**

University of Georgia, Athens, GA

**Bachelor of Science in Marketing, Expected Graduation Date: May 2022**

GPA: 3.8/4.0

* Relevant Coursework: Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications.
* Honors & Awards: Dean’s List, Received third place in UGA’s business plan competition
* Clubs: UGA Chapter of the American Marketing Association, Mu Kappa Tau

**MARKETING EXPERIENCE**

**Pet Business Marketing Campaign**

* Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination social, email, and offline marketing techniques.
* Surveyed pet owners in Athens to collect detailed data on the behavior of target customers.
* Developed a campaign budget of $1,500 by estimating the minimum cost that would yield the highest return on investment (ROI).
* Mined and analyzed 4 customer databases and 120 user surveys to identify purchasing trends, and designed new sales and marketing strategies to target existing customers and develop new revenue streams.

**BUSINESS PLAN COMPETITION**

* Entered UGA’s business plan competition with a group of 4 classmates to build a mock food truck business.
* Managed all the marketing aspects of the business plan, including industry analysis, customer trends, market growth, positioning, and promotions.
* Received 3rd place out of the 30 teams that entered the competition.

**ADDITIONAL**

* SKILLS In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest
* Adept with Microsoft Office Suite
* Chinese: Advanced
* Familiar with consumer research tools: AYTM and GutCheck