

STAR BUSINESS

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Objective

A full-time position in the market research field that will utilize hands-on experience and demonstrated communication, analytical and organizational skills. Work well independently and as part of a team.

Education

Seton Hall University, Stillman School of Business
Bachelor of Science in Business Administration
Dual Concentration in Marketing and Management
Certificates in Market Research, Supply Chain Management, and Information Technology
GPA: 3.7 *Magna Cum Laude*, Dean's List (all semesters)
Recipient of Seton Hall University Academic Scholarship (4 year award)

Projects

Market Research for Planet Honda, Marketing Research Center Jan. 20xx-May 20xx

- Collaborated with a team to assess client needs and business challenges
- Designed an online questionnaire and conducted on site focus group to collect data
- Analyzed data, created a presentation and made recommendations to the client resulting in a change in their marketing campaign

Experience

Market Research Center-Seton Hall University South Orange, NJ
Undergraduate Research Assistant Jan. 20xx-May 20xx

- Executed the installation of a new online survey platform for all Stillman students
- Drafted a proposal for the board of Centers of Excellence resulting in a nomination for the Center

Barnes and Noble Basking Ridge, NJ
Marketing Partnership Intern Sept. 20xx-Dec. 20xx

- Coordinated on campus event logistics while working directly with Marketing Specialist in bringing marketing programs to campus
- Assisted with program communication to the field organization and at photo shoots
- Managed online presence, launched and removed online articles, provided field support, and ensured compliance with company standards

Warner Music Group New York, NY
Talent Acquisition Intern Sept. 20xx-Dec. 20xx

- Conducted phone screens for potential candidates for the college internship program and made recommendations for candidate follow-up
- Assisted with reference checks for full-time candidates

Weichert Realty Services Madison, NJ
Marketing and Research Intern Sept. 20xx-Dec. 20xx

- Created marketing materials used to attract new clients
- Researched commercial property details using several databases and online sources
- Tracked and compiled commercial real estate transactions using online database tools

Skills

Computer: Advanced MS Excel, PowerPoint, Access, Publisher, Word; Prezi; Qualtrics software

Social Media: Twitter, Facebook, LinkedIn, Instagram, Tumblr, Snapchat

Leadership and Honors

Marketing and Management Honor Societies, Inducted 20xx

Alpha Kappa Psi, Co-ed Professional Business Fraternity-*VP of Marketing*, 20xx-20xx

- Worked with a team to develop marketing materials for all AKP programs using both print and social media