

# YOUR NAME

first.last@selu.edu – 985-111-1111

## EDUCATION

**Southeastern Louisiana University (SLU)**

Hammond, LA

*Bachelor of Arts in Marketing; Spanish minor*

May 2021

Major GPA: 3.50/4.00; Overall GPA: 3.65/4.00

## RELEVANT EXPERIENCE

**Marketing Intern**

Baton Rouge, LA

*Louisiana Department of Labor*

May 2021 – July 2021

- Screened 40+ applicants for open positions daily, paying attention to detail and clearly communicating job requirements to potential candidates
- Retrieved unemployment claims, collected confidential customer information, and conducted daily log entries diligently

**Chairman of Advertising/Public Relations**

Baton Rouge, LA

*American Red Cross, Fundraising Committee*

January 2020 – May 2020

- Coordinated and supervised a 6-member committee and maximized committee potential by delegating to members' strengths
- Provided personal outreach to various media outlets which led to first-time coverage from 4 outlets
- Wrote press releases and secured media publicity through radio, paper, and internet sources, positively representing the brand

## RELEVANT PROJECT EXPERIENCE

**Social Media and Digital Marketing, SLU**

Hammond, LA

*Group Project*

January 2021 – May 2021

- Collaborated with 5-person team to develop action plan for addressing marketing strategies for Fortune 500 company
- Researched client needs and created solution-based layout to best suit functionality requirements
- Led project with confidence through organizing team meetings, tracking progress, and providing forum for discussion

## CUSTOMER SERVICE EXPERIENCE

**Server**

Hammond, LA

*Olive Garden*

August 2019 – Present

- Provided excellent customer service to 50+ patrons per shift in a fast-paced, time-intense environment
- Demonstrated keen attention to detail by managing financial transactions totaling up to \$2,000
- Trained 5+ new employees each month on business operations and offer constructive feedback
- Successfully and consistently upsold desserts, appetizers, and special promotions; won upselling contest 4 times

**Assistant Store Manager**

Baton Rouge, LA

*The Body Shop*

August 2018 – December 2019

- Exceeded \$2,500 weekly sales quota by 10% and targeted customer behavior to increase sales
- Handled amounts exceeding \$5,000 daily while maintaining accurate balances and deposits
- Regularly scheduled and supervised duties of 6 employees
- Conducted opening and closing procedures such as product inventory, store cleaning, and accessing multiple security systems
- Exemplified reliability and punctuality by completing all assigned tasks in a timely manner

## HONORS & AWARDS

Taylor Opportunity Program for Students Scholarship Recipient, President's List (3 semesters), Dean's List (3 semesters)

## CAMPUS & COMMUNITY INVOLVEMENT

**Southeastern Marketing Association, Member**

August 2019 – Present

**Habitat for Humanity, Volunteer**

July 2019 – August 2020

**Southeastern Running Club, Member**

July 2018 – January 2019

## SKILLS

**Language:** conversational Spanish, skilled in written Spanish

**Technical:** proficient in Bloomberg Terminal, proficient in Microsoft Office Suite