

MARKA TER

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EDUCATION

Carnegie Mellon University | Tepper School of Business

Bachelor of Science in Business Administration
Concentrations: Marketing and Business Analytics
Minor: Psychology
GPA: 3.41/4.00

May 20xx
Pittsburgh, PA

WORK EXPERIENCE

Office Depot

Mar 20xx–Present

On-Site Business Intern

Pittsburgh, PA

- Conducted marketing research to determine interest level in Office Depot and diagnose consumer pain points and used findings to develop strategies to increase interest through events and promotions
- Spearheaded initiative to make Office Depot primary provider of office supplies to CMU, segmenting their market into 5 distinct consumer groups on campus to better target their approach
- Created and implemented pilot student program featuring corporate-level discounts and free next-day shipping for Carnegie Mellon University students, with potential for program to be expanded to universities nationwide

Google, Inc.

Jun 20xx–Aug 20xx

Consumer Operations Intern

Mountain View, CA

- Developed consumer strategy through collaboration with marketing and engineering teams to reorganize and renovate help centers for all Google products, resulting in improved user experience for monthly average of 150,000,000 unique visitors
- Implemented strategy on test center that receives 430,000 monthly unique visitors and advised on analysis of results via 5 distinct contrived metrics based on Google analytics
- Led training sessions and formulated detailed and priority-ordered calendar of action items for next 2 quarters, instructing all help center content editors and stakeholders in implementing new strategy by quarter 4

PUMA Time

Jun 20xx–Aug 20xx

Marketing and Sales Intern

New York, NY

- Helped to coordinate and market PUMA City, one of PUMA's flagship events during 20xx World Cup, through design of events, social media networking, and collaboration with Macy's for in-store and street campaigns
- Proposed new style of watch by analyzing merchandising reviews, consumer responses, and current trends; received favorable feedback from marketing management, and proposal was passed to senior management
- Created weekly national sales analysis reports and merchandising reviews to determine and optimize performance of 20 new styles of PUMA watches

LEADERSHIP EXPERIENCE

Undergraduate Marketing Organization

Nov 20xx–Present

Vice President of Fundraising and Consulting

Pittsburgh, PA

- Raised over \$3000, with budget of \$500, for both organization and nonprofit causes by conducting market research through focus groups, using findings to design innovative fundraisers and promote them with effective advertising
- Launched UMO Consulting, marketing consulting division of organization, by designing 3 levels of corporate packages, creating detailed process and strategy for solicitation, recruiting student consultants, and securing corporate sponsors
- Designed and executed fundraising event that averages return of 350% and was so popular that it became UMO's first established and school-recognized annual event, cementing UMO's presence on campus

People to People International

Nov 20xx–Aug 20xx

Co-President

Pittsburgh, PA

- Helped launch Carnegie Mellon Chapter of this service and cultural education organization, designed its organizational structure and project management system, and recruited 205 new members
- Organized 7 ongoing simultaneous service projects aimed to impact both local Pittsburgh-area and less-privileged countries abroad through collaboration with local and national nonprofit organizations
- Led service project connecting chapter members to Burmese and Bhutanese refugees under political asylum in Pittsburgh so members could provide lessons in English language and American culture to facilitate smoother acclimation

DISTINCTION

Johnson & Johnson Information Technology Case Competition | 2nd Place

Oct 20xx

- Placed 2nd out of 8 teams by designing strategy to improve internal technology and increase efficiency of staff communication

Mortar Board Senior Honor Society | Inductee

May 20xx–Present

- Selected as one of 30 fourth-year students out of approximately 500 candidates on basis of scholarship, leadership, and service

Kappa Alpha Theta Sorority, Inc. (Gamma Theta Chapter) | Rho Sigma (Recruitment Sister)

Mar 20xx–Sept 20xx

- Chosen as one of 30 greek women out of nearly 350 candidates to represent CMU sororities as both ambassador and recruiter

SKILLS

Microsoft [Excel, PowerPoint], Adobe Photoshop, Minitab, Qualtrics, SPSS, Programming [Python]