

Internship Resume Example

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Objective

Energetic and passionate college student working toward a BS in Marketing at the University of Georgia. Aim to use knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing internship at Athens Advertising.

Education

Bachelor of Science in Marketing

Expected Graduation May 2023

UNIVERSITY OF GEORGIA, Athens, GA

- **GPA:** 3.7/4.0
- **Relevant Coursework:** Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
- **Honors & Awards:** Made the dean's list in 2 semesters, received third place in UGA's business plan competition
- **Clubs:** UGA Chapter of the American Marketing Association, Mu Kappa Tau

Marketing Projects

Pet Business Marketing Campaign

Jun 2021–May 2022

- Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination of social, email, and offline marketing techniques
- Surveyed pet owners in Athens to collect detailed data on the behavior of the store's target demographic
- Developed a \$1,500 campaign budget after calculating the minimum cost that would yield the highest return on investment (ROI)

Business Plan Competition

Jan 2020–May 2021

- Entered UGA's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all of 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, Tik Tok Facebook, LinkedIn, Instagram, and Pinterest
- Adept with Microsoft Office Suite
- Familiar with consumer research tools: AYTm and GutCheck