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| YOUR NAME  By Resume Genius | | **Phone:** (212) 256-1414  **Email:** your.name@gmail.com  **LinkedIn:** linkedin.com/in/your-profile/ | | | | |
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| 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. | | | | | | |
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| **EDUCATION** | | | | | | |
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| **Bachelor of Science in Marketing**  *University of Georgia, Athens, GA* | | | *Expected Graduation May 2023* | | | |
| * **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 * **Clubs**: UGA Chapter of the American Marketing Association, Mu Kappa Tau | | | | | | |
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| **MARKETING PROJECTS** | | | | | | |
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| **Pet Business Marketing Campaign** | | | | *June 2021 – May 2022* | | |
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| * 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 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) | | | | | | |
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| **Business Plan Competition** | | | | | *Jan 2020 – May 2021* | |
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| * 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 | | | | | | |
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| **RELEVANT SKILLS** | | | | | | |
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| * In-depth knowledge of social media marketing platforms: Twitter, Tik Tok Facebook, LinkedIn, Instagram, and Pinterest * Adept with Microsoft Office Suite * Chinese: Advanced * Familiar with consumer research tools: AYTM and GutCheck | | | | | | |
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| **Logo  Description automatically generated**  **Dear Job Seeker,**  Our **Hybrid resume template** blends formal formatting with colorful accents to showcase both your personality and your professionalism.  The color in the skills section immediately pulls the hiring manager into your resume. When they see the skills they’re seeking, they’ll read the rest of your qualifications more closely.  The Hybrid resume template works for any job application, but it’s especially useful for creatives who work in [marketing](https://resumegenius.com/resume-samples/marketing-resume-example) or [UX design](https://resumegenius.com/resume-samples/ux-designer-resume).  If you’re still struggling to write your resume, here are some free resources to help you put together a resume that shows employers you’re the right person for the job:  ·     [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)  ·     How to Write a Resume  ·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)  Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](https://resumegenius.com/cover-letter-templates/modern-templates#2021). Here are a few resources to help you write a cover letter that gives your application the boost it needs to land you an interview:  ·     [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)  ·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)  Best regards,  Shape  Description automatically generated with medium confidence  **IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” | | | | |