

ALBERTA GATOR

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EDUCATION

University of Florida, Warrington College of Business

Bachelor of Science in Business Administration, Marketing

May 2021

Gainesville, FL

- GPA: 3.7
- Minor: Spanish
- Merit scholarship recipient

WORK EXPERIENCE

Wells Fargo

May 2019 – July 2019

Marketing Intern

Chicago, IL

Supported both Sales and Marketing teams in regional headquarters office, including market research, cold client outreach, pitch and deck design, and CRM clean up. Recognized as top sales performer within internship class.

- Researched prospective customers to identify new markets for business, including cold outreach via phone and email. Had highest call-to-meeting conversion rate across all Marketing interns, hitting 115% of goal.
- Designed and curated graphs and multimedia presentations using Adobe Photoshop, Excel, and PowerPoint to attract potential investors. Full time Sales staff subsequently adopted these tools into their client pitches.
- Collaborated with Sales and Marketing teams to improve CRM inefficiencies, resulting in new system with 20% increase in data capture.
- Ensured 100% compliance with government regulations by identifying and correcting estimate/invoice errors in CRM.
- Selected as 1 of 3 eligible interns to participate in face-to-face client meetings because of positive client feedback from email and phone communications.

Gator Marketing Co.

February 2019 - Present

Market Analyst

Gainesville, FL

Gator Marketing Co. is a small, local creative marketing company that specializes in event marketing for organizations within the university, as well as small businesses throughout Gainesville.

- Analyzed and critiqued company website to improve web presence and increase effectiveness in marketing efforts. Personal copy contributions resulted in a 30% increase in web traffic over a 5-month period.
- Organized and executed a focus group with 25 UF students to gain millennial market expertise. Subsequent data and report was used by company and 2 client companies to target millennials in various marketing campaigns.
- Tracked and compiled weekly website metric report using Google Analytics at request of Marketing Manager for company leadership. Updated report format to include graphic visualizations of data, resulting in an easier read for non-marketing staff.

LEADERSHIP & INVOLVEMENT

Career and Academic Peer Mentor Program

May 2019 – Present

Career and Academic Peer Mentor (CAP)

Gainesville, FL

A college-sponsored program in which paid student mentors provide career coaching to all Warrington business students.

- Coached and advised 100+ students with a 75% return rate. Became the most requested mentor by new students after two months in the program.
- Directly supported the placement of 13 students into internship or job placement over the course of one semester.
- Researched and pitched program offerings to four student organizations, resulting in 5% increase in student traffic the following month.
- Received CAP of the Month Award in September 2019 and January 2020.

ADDITIONAL DATA

Heavener Leadership Challenge, Alpha Class Member

August 2018 – May 2019

American Marketing Association, Member

January 2017 – Present

Florida Women in Business, Community Service Committee

January 2017 – Present

Language: Spanish (Limited working proficiency)

Technical Skills: Google Analytics (Advanced), Hootsuite Social Media Marketing Certified

In the Education section, the university is bolded, degree is bolded italics, and major is italics only. You can optionally include Warrington, Heavener, Hough, or Fisher in plain text. Include your GPA if it is 3.4 or above, and your minor if you have one.

You can put most academic scholarships in your Education section or your Awards and Honors section (if you have one). If you choose to include Bright Futures in your resume, it should not be in the Education section.

Section headings are capitalized, bold, and underlined. They must accurately reflect the content within, e.g., don't have a "Leadership" heading if you are a member of, but do not hold a leadership position in, the organizations within that section.

Organization name and date ranges are bolded. Date ranges include month and year. Don't abbreviate either.

Position title is bolded and italicized.

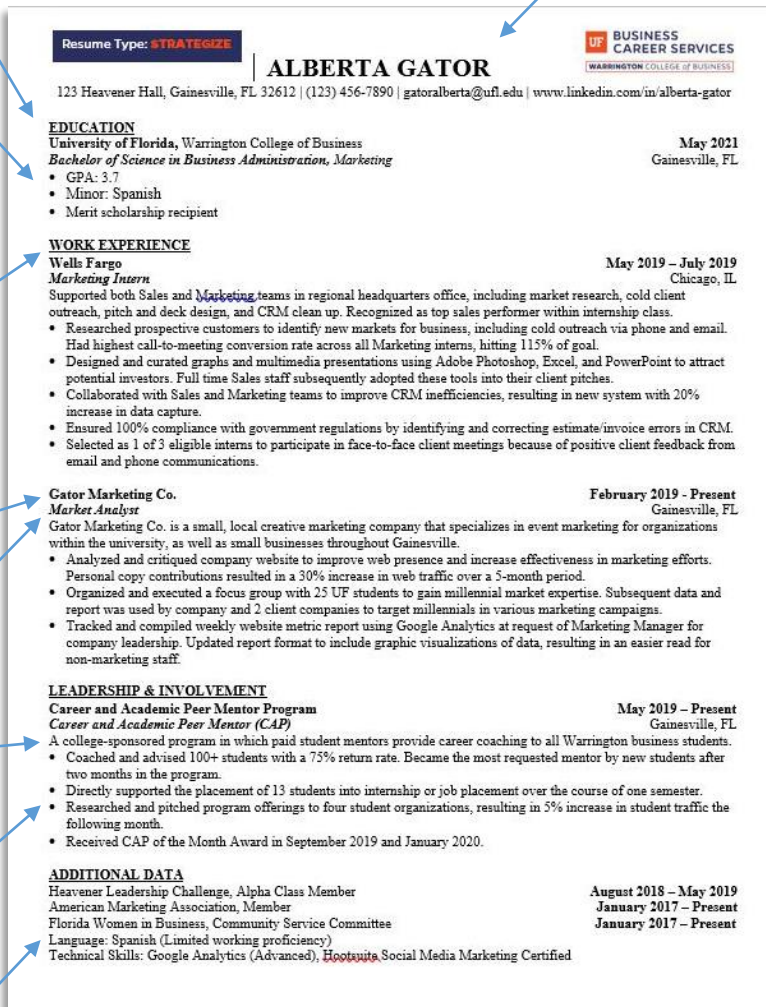
This small paragraph either highlights your high level job description OR describes the company if it isn't a well-known organization.

Bullets must be in STAR format (see STAR method handout). The most relevant bullet should be listed first.

This section should include awards, honors, languages, and certifications. Involvement goes here as you fill your Work Experience section with internships and jobs.

Work experiences should be in reverse chronological order (most recent at top). There are rare exceptions to this when tailoring your resume – see BCS if you have questions.

The Header section includes your name (font size 16 to 22 and bolded), your address, phone number, email, and LinkedIn profile. Your email handle must be professional, and your LinkedIn profile must be complete and updated – don't include your LinkedIn if it's not. All of this information can be in two lines maximum, and can be separated by vertical lines or dots.



General Formatting Rules:

- One page in length with margins between .5 and one inch
- Font size is between 10 and 12. Acceptable fonts are Times New Roman, Cambria, or Garamond
- Bullets are aligned left, not indented
- Two to six bullets per entry
- No lines to divide sections
- Acronyms must be written out fully before using abbreviations
- No first person, e.g. "I was responsible for..."
- Do not use contractions
- Be consistent in all punctuation, e.g. long vs. short hyphens