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| **ENTRY-LEVEL RESUME** | | 3665 Your Street, City, State 12345 your.email@gmail.com | (123) 456-7890 |
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| **OBJECTIVE** | *Energetic and passionate college student working toward a BSc in Marketing at the University of Georgia. Gained expertise in data analysis, publication marketing, web-based advertising, and brand consulting. Aiming to use knowledge of advertising, PR, product development, and consumer research strategies as a Marketing Intern at Power Partners, Inc.* | |
| **EDUCATION** | **University of Georgia, Athens, GA**  *Bachelor of Science in Marketing, Expected Graduation Date: May 2022*   * **GPA**: 3.8/4.0 * **Relevant Coursework**: Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications * **Honors & Awards**: Dean’s List, Received third place in UGA’s business plan competition * **Clubs**: UGA Chapter of the American Marketing Association, Mu Kappa Tau | |
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| **MARKETING EXPERIENCE** | **Pet Business Marketing Campaign**   * Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination social, email, and offline marketing techniques * Surveyed pet owners in Athens to collect detailed data on the behavior of target customers * Developed a campaign budget of $1,500 by estimating the minimum cost that would yield the highest return on investment (ROI) * Mined and analyzed 4 customer databases and 120 user surveys to identify purchasing trends, and designed new sales and marketing strategies to target existing customers and develop new revenue streams | |
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|  | **Business Plan Competition**   * Entered UGA’s business plan competition with a group of 4 classmates to build a mock food truck business * Managed all 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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| **ADDITIONAL**  **SKILLS** | * In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest * Adept with Microsoft Office Suite * Chinese: Advanced * Familiar with consumer research tools: AYTM and GutCheck | |

**Logo

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**Dear Job Seeker,**

Our “White House” resume emphasizes simplicity and class. Its two-column format neatly left-aligns your headers and creates more space to highlight your career history.

The “White House” template works well for anyone who is applying for more conservative roles, like [real estate](https://resumegenius.com/resume-samples/real-estate-resume-example), banking, and finance.

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 [2021 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,

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