**EMMA H**

(999)999-9999 |San Francisco, CA 94109

**Education** **UNIVERSITY OF SAN FRANCISCO, SCHOOL OF MANAGEMENT San Francisco, CA**

**MSEI, Master of Science in Entrepreneurship and Innovation GPA:**  May 20XX

* Marketing Club President (emphasize clubs or positions related to the job you’re seeking).
* Fellowships/Awards/etc.
* Specific competitions, relevant courses, financial modeling methodologies, etc. related to the job you’re seeking.

**UNIVERSITY OF WASHINGTON Eugene, OR**

**Bachelor of Science in (Degree Program), Emphasis: Marketing (Online Relations). GPA:** May 20XX

* Scholarships, special awards, top x%, 100% self-funded education working 40+hrs/week, etc.
* Team Captain, Varsity Swim Team, Clubs, ROTC, etc.
* *There should be fewer bullets under your undergraduate section than your graduate section.*

**Experience Job San Francisco, CA**

***Global Workforce Consultant***June 2022-July 2024

* Led <development> of X by <doing what> to <increase Y>, resulting in <adoption rates> by \_\_%.
* Analyzed and forecasted 5-year profitability scenarios, representing North America, Asia and Europe.
* Initiated quantitative studies to determine quarterly user adoption rates, using advanced statistical analysis for key clients such as Facebook, Square, Paypal and Genentech.
* *Each bullet should cover a different area of responsibility that matches the job description (examples could include: product development, analytics, P&L responsibility, marketing, level of leadership engagement, etc.).*
* *Bullets should begin with an action verb (“Led”or “Oversaw”) and must be results (#, $, %) oriented.*
* *Mention names of clients and companies if appropriate and allowable.*
* *Prioritize your accomplishments starting with one that gives the big picture or is most relevant to desired job.*

***Account Associate - DEF Product*** June 20XX-May 20XX

* Served as point of contact for mid-sized internet retail businesses with >$500,000 revenue, managing client relationship requests and assisting accounts with better SEO positioning to increase traffic by X%.
* Increased client base by 10% for national team by streamlining customer service functions in first year.
* *Do not list the job description but align your accomplishments with the job description.*
* *No need to list every role held in the same company if you worked your way up. Pick the highest ones.*

**XYZ CORPORATION** **Mountain View, CA**

***Online Sales Assistant*** May 20XX-May 20XX

* Utilized Excel modeling to prepare daily reports across sectors: marketing, operations, accounting and sales.
* Created spreadsheets and input data to analyze and provide recommendations that resulted in a reduction of excess inventory by 5% and unnecessary spending company-wide by 15%.
* *The further removed from experience, the fewer bullets you will utilize. Don’t reiterate skills already mentioned unless results are more significant.*

**Additional**

* **Technical Skills:** Above and beyond standard MS programs AND applicable to your career choice (ex: MS Office Suite, Advanced Excel modeling, R, SQL, Google Analytics, Google Ads, Adobe Photoshop, SEO).
* **Interests/Hobbies:** running, soccer