

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
- Chinese: Advanced
- Familiar with consumer research tools: AYTm and GutCheck

Dear Job Seeker,

Basic and professional, our “Easy” resume template makes [formatting your resume](#) simple. Featuring everything you need to highlight your professional expertise and wrapped up in a classic format, this template is sure to please even the most critical hiring managers.

Because of its traditional design, the “Easy” resume template is perfect for candidates who need a highly formal resume. For example, if you’re a student applying for [law school](#) or looking for work in [finance](#), this is the template for you.

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](#)
- [How to Write a Resume](#)
- [Resume Samples by Industry](#)

Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](#). 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](#)
- [How to Write a Cover Letter](#)
- [Cover Letter Examples by Industry](#)

Best regards,

The Resume Genius Team

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