**John Doe**

first.last[@selu.edu](mailto:BeckyB@selu.edu) – 985-111-1111

**EDUCATION**

**Southeastern Louisiana University (SLU)**  Hammond, LA

*Bachelor of Arts in Marketing; Spanish* *minor* May 2021

Major GPA: 3.50/4.00; Overall GPA: 3.65/4.00

**RELEVANT EXPERIENCE**

**Marketing Intern** Baton Rouge, LA

***Louisiana Department of Labor*** May 2021 – July 2021

* Screened 40+ applicants for open positions daily, paying attention to detail and clearly communicating job requirements to potential candidates
* Retrieved unemployment claims, collected confidential customer information, and conducted daily log entries diligently

**Chairman of Advertising/Public Relations**  Baton Rouge, LA

***American Red Cross, Fundraising Committee***  January 2020 – May 2020

* Coordinated and supervised a 6-member committee and maximized committee potential by delegating to members’ strengths
* Provided personal outreach to various media outlets which led to first-time coverage from 4 outlets
* Wrote press releases and secured media publicity through radio, paper, and internet sources, positively representing the brand

**RELEVANT PROJECT EXPERIENCE**

**Social Media and Digital Marketing, SLU** Hammond, LA ***Group Project*** January 2021 – May 2021

* Collaborated with 5-person team to develop action plan for addressing marketing strategies for Fortune 500 company
* Researched client needs and created solution-based layout to best suit functionality requirements
* Led project with confidence through organizing team meetings, tracking progress, and providing forum for discussion

**CUSTOMER SERVICE EXPERIENCE**

**Server** Hammond, LA

***Olive Garden*** August 2019 – Present

* Provided excellent customer service to 50+ patrons per shift in a fast-paced, time-intense environment
* Demonstrated keen attention to detail by managing financial transactions totaling up to $2,000
* Trained 5+ new employees each month on business operations and offer constructive feedback
* Successfully and consistently upsold desserts, appetizers, and special promotions; won upselling contest 4 times

**Assistant Store Manager** Baton Rouge, LA

***The Body Shop*** August 2018 – December 2019

* Exceeded $2,500 weekly sales quota by 10% and targeted customer behavior to increase sales
* Handled amounts exceeding $5,000 daily while maintaining accurate balances and deposits
* Regularly scheduled and supervised duties of 6 employees
* Conducted opening and closing procedures such as product inventory, store cleaning, and accessing multiple security systems
* Exemplified reliability and punctuality by completing all assigned tasks in a timely manner

**HONORS & AWARDS**

Taylor Opportunity Program for Students Scholarship Recipient, President’s List (3 semesters), Dean’s List (3 semesters)

**CAMPUS & COMMUNITY INVOLVEMENT**

**Southeastern Marketing Association**,*Member* August 2019 – Present **Habitat for Humanity**, *Volunteer* July 2019 – August 2020

**Southeastern Running Club**, *Member*  July 2018 – January 2019

**SKILLS**

**Language:** conversational Spanish, skilled in written Spanish

**Technical:** proficient in Bloomberg Terminal, proficient in Microsoft Office Suite