

YOUR NAME

first.last@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