

Marketing Student Sample Resume

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Summary of Qualifications

- Over 3 years experience working in a marketing/public relations environment, skilled in developing creative and innovative marketing efforts for retail, real estate, and non-profit organizations
- International business experience: 2 years working and living abroad, ability to speak, read, and write Chinese fluently
- Technical skills include DisplayWrite, Flash, Adobe Photoshop, QuarkExpress, HTML, Front Page

Education

University of Utah, David Eccles School of Business
Bachelor of Science in Marketing
Grade Point Average: 3.7, Dean's List

Salt Lake City, Utah
Graduation: May 2009

Experience

Smith Realty Corporation
Marketing Internship

Salt Lake City, Utah
January 2008 – May 2008

- Conceptualized marketing plan for retail commercial, medical, and industrial real estate markets, which increased company revenue by 2 million dollars in 6 months.
- Conducted feasibility analysis specifically for various governmental, medical, retail and industrial projects.
- Developed 6 print advertisement campaigns designed to increase industry awareness of Smith Realty Corporation properties.

Hot Shot Public Relations Agency
Public Relations Intern

Salt Lake City, Utah
August 2007 – December 2007

- Wrote press releases on new product introductions for XYZ Bakery and ABC Engineering, resulting products being featured on KSTU Fox and KTVX ABC TV morning new shows.
- Researched construction, outdoor sports, and needlecraft trade journals for potential story pitches.

Volunteer Experience

American Marketing Association, University of Utah Chapter
Networking Coordinator, Member

Salt Lake City, Utah
May 2006 – Present

- Corresponded with professionals in the marketing field by arranging guest speakers and creating networking opportunities for the American Marketing Association (AMA) members.
- Led marketing SWOT Analysis and developed a regional demographic focused ad campaign for a regional convenience store chain.
- Presented case for the national AMA case competition in which we took 3rd place nationally.
- Created unique fundraising campaigns which resulted in a 15% increase in the University of Utah AMA 2007 fundraising drive.

Volunteer Service Organization
Volunteer Representative

Peking, China
June 2004 – May 2006

- Directed volunteer efforts and training of more than 200 representatives on presentation skills, organizational strength, goal setting and achievement, team building, and managing cultural differences.
- Launched promotional activities intended to educate the public on organization's mission and goals.
- Delivered message through presentations and door-to-door marketing campaigns. Efforts increased team recruitment results by 35% in two-year period.