

First & Last Name

Physical Address

Email Contact

Phone Contact

LinkedIn Profile Link

Education

University of Maine, Maine Business School

Anticipated Graduation: May 20XX

B.S in Business Administration, Marketing Major

GPA: X.XX

Concentration: Management of Information Systems

Relevant Experience

Digital Marketing Internship, Cove Design Works (*Innovate for Maine*)

June 20XX – August 20XX

Winthrop, Maine

- Attended Innovate for Maine Bootcamp program to engage in skill training and development
- Developed digital marketing materials utilizing Adobe Suite tools
- Created working website drafts with WordPress, increased website traffic by 10%
- Optimized website strategies by using SEO and SEM, increased proficiency by 3%

Opinion Section Staff Editor, The Maine Campus

September 20XX – June 20XX

Orono, Maine

- Contributes persuasive written editorial articles to the Maine Campus's newspaper
- Collaborates with a 15+ team of editors and writers to produce weekly content
- Edits and publishes multiple weekly articles for the newspaper

Deli Associate, Hannaford

September 20XX – August 20XX

Bangor, Maine

- Interacted with customers to conduct sales both in-person and on the phone
- Followed sanitary and time-sensitive department maintenance procedures
- Oversaw multiple tasks in frequently fast-paced environment

Selected Coursework

Integrated Marketing Communications

Spring 20XX

Developed a complete IMC plan and gained simulated experience with Google AdWords

Consumer Behavior

Spring 20XX

Learned the fundamentals of consumer motivations, persuasion, buying behaviors

Marketing Research

Fall 20XX

Gained research (e.g., proposal development) and technical (e.g., RStudio, Qualtrics) experience

Student Involvement

HerCampus, Staff Writer

October 20XX - Present

American Marketing Association (AMA), UMaine Chapter, Member

September 20XX - Present

MBS Corps, Secretary

October 20XX - Present

Skills/Certification

Excel Associate Certification, May 20XX

SAP Fundamentals Certification, October 20XX

RStudio Basics

SQL Basics

SAP Analytics Cloud Basics

Python Basics