**Student Name** (555) 555-5555 Student@stetson.edu LinkedIn URL

**EDUCATION**

**Stetson University,** DeLand, FL

**Bachelor of Business Administration GPA: 3.67** May 2022

Major: **Marketing** Minor: **Communication and Media Studies**

Course Projects

*Integrated Marketing Communications (MKTG 440)*  2021

• Organized and managed a limited budget (within classroom setting) to create an in depth marketing campaign which included a buyer persona, creative brief, media release, and press release components

Relevant Coursework (Level 300 +)

Consumer Dynamics, Marketing Research, Marketing Strategy, Marketing Analytics, Professional Selling and Communication, Social Marketing for Social Change, Digital Marketing

**EXPERIENCE**

The Nitty Gritty, DeLand, FL

**Marketing Coordinator** May 2021 - Present

• Writing and publishing informative Facebook and Twitter posts resulting in earning in excess of 450 followers

• Developing promotional advertising for weekly drink specials to gain additional and increase repeat guest counts

• Communicating with student organizations to schedule “Nitty Cup Night” fundraising special events

• Brainstorming digital media campaign strategies with managers and employees to forecast sales and future budgets

STERLING COOPER ADVERTISING, Tampa, FL

 **Sales Intern** May 2020 - Aug 2020

• Supported creative and analytics teams to compile sales proposals for a mobile network startup

• Created sales decks and reports using Ad Data Express, Targus Info, and Excel

• Collaborated with contacts at 4 advertising agencies during the sales cycle

• Analyzed information from Dart for Publisher (DFP) and reported to colleagues on campaign progress

• Assisted 3 interns with summer industry projects analyzing potential competitors

**CAMPUS & COMMUNITY INVOLVEMENT AND LEADERSHIP**

AMERICAN MARKETING ASSOCIATIONJan 2020 - Present

**President** (Jan 2021 - Present)

• Networking with marketing professionals to organize informative speaker events

• Determining semester goals and collaboratively planning 10 events with executive board

• Coordinating organization’s student member site visits to marketing and sales firms to build relationships

**Operations Director** (Sept 2019 – Dec 2020)

• Administered up-to-date, detailed database of information for 150 alumni and employer contacts

• Maintained resume book to ensure members up to date information of accomplishments were provided to employers

AUTO APPRECIATION ASSOCIATION Jan 2018 - Dec 2020

**Founder/President**

• Created definitive mission statement, official bylaws, and attractive branding resources per university guidelines

• Organized antique car show that raised $1,500 for local high school auto mechanic program

• Taught basic car maintenance to high school students on a restored 1977 Chevrolet Camaro; sold for $9,500 with profits benefiting local homeless shelters

**SKILLS**

Advertising Software: Adobe Premiere Pro, Google AdWords, Illustrator, Magisto Video Editing

Language: Fluent in Spanish; Proficient in French and Mandarin Chinese