# **College Student Resume**

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### **Career Objective**

Energetic and passionate college student working towards a BS in Marketing at the University of Georgia. Aiming to use my knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing internship at your company.

### **Education**

**University of Georgia, Athens, GA**

Bachelor of Science in Marketing, Expected Graduation Dec 2015

* **GPA:** 3.8/4.0
* **Relevant Coursework** – Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
* **Honors & Awards:** Dean’s List, Received third place in UGA’s business plan competition
* **Clubs:** UGA Chapter of the American Marketing Association, Mu Kappa Tau

### **Marketing Projects**

**Pet Business Marketing Campaign**

* Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination social, email, and offline marketing techniques
* Surveyed pet owners in Athens to collect detailed data on the behavior of our target customer
* Developed a campaign budget of $1,500 which we estimated to be the minimum cost that would yield the highest return on investment (ROI)

**Business plan Competition**

* Entered UGA’s business plan competition with a group of 4 classmates to build a mock food truck business
* Managed all of the marketing aspects of the business plan including industry analysis, customer trends, market growth, positioning, and promotions.
* Received 3rd place out of the 30 teams that entered the competition

**Additional Skills**

* In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest
* Adept with Microsoft Office Suite
* Chinese: Advanced
* Familiar with consumer research tools: AYTM and GutCheck