

# CLIENT NAME

555-123-9143 | [ClientName@email](mailto:ClientName@email) | [LinkedIn.com/in/ClientName](https://www.linkedin.com/in/ClientName)

## MARKETING / EVENT PLANNING

*Strong academic and work experiences in marketing, event, and sales activities*

*Dedication and determination to accept new challenges head on with enthusiasm*

*Excellent leadership, motivating others with varied backgrounds and skills to achieve goals*

### ~ COMPETENCIES ~

MARKETING	SALES	TECHNICAL
Event Organization / Logistics	Sales Goals	Microsoft Office (Word, PowerPoint, Excel, Access)
Social Media Management	Lead Generation	G Suite (Drive, Hangouts)
Customer Focus	Cold Calling	Social Media (Instagram, Facebook, Twitter, Snapchat)
Records / File Management	Problem Solving	
Digital and Organizational	Multitasking	

## EDUCATION

STATE UNIVERSITY, City, MO | May 2020

### **Bachelor of Science in Business Administration – Marketing Management**

*Relevant Coursework:* Marketing Management, Integrated Marketing Communications (IMC), Brand Marketing, International Marketing, Internet Marketing

### HONORS

*cum laude*

GPA: 3.6/4.0

Dean's List 2016–2019

## WORK EXPERIENCE

**Server** | CAJUN RESTAURANT, City, ST | Dec 2019 – July 2020

Updated restaurant's social media accounts—Instagram, Twitter, and Facebook—with content about ordering options during pandemic, daily specials, and favorite products.

- Increased sales by upselling products, providing personal recommendations, and promoting restaurant's theme.
- Delivered exceptional customer service, greeting guests, handling orders, and meeting customers' needs.

**Leasing Consultant** | APARTMENTS, City, ST | Dec 2017 – Dec 2019

Managed start-to-finish rental process for 290-unit apartment complex with 591 residents.

- Organized and supported events—tabling, seasonal themes, and open houses—with up to 200 attendees to generate prospects and engage residents.
- Posted to and updated social media accounts daily, including Facebook, Instagram, Snapchat, and Twitter, spotlighting amenities, interactive games, community information, and maintenance updates.
- Performed cold calls to generate leads and conducted apartment tours.

## LEADERSHIP

STATE UNIVERSITY, City, MO | 2016 – 2017

### **Director of Student Relationship / Membership**

Recruited members, supervised team, and recorded attendance for the Student Center for Public Trust.

BOTANICAL GARDEN, City, MO | 2016 – 2016

### **Environmental Leadership Program (ECO-ACT)**

Taught 4<sup>th</sup> grade ecology class through research, in-class learning, and outdoor adventures.

## AWARDS

MICHAEL J. HELM LEADERSHIP AWARD  
BRAND Academy | 2017

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YOUTH OF THE YEAR AWARD  
BRANCH WINNER  
Mid-Country Family YMCA | 2016

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YOUNG CITIZENS AWARD  
Rotary Club of St. Louis /  
St. Louis Public Schools | 2016