**JOHN SMITH**

123 Main Street, Danbury, CT 06810 ▪ (555) 555-5555 ▪ [John.Smith@gmail.com](mailto:John.Smith@gmail.com)

**PROFILE**

* Recent graduate who maintained a 3.8 G.P.A. while working full-time
* Clocked over 500 hours utilizing Microsoft Office Word, Excel and PowerPoint
* Collaborated as the Basketball team captain and promoted leadership skills
* Class President, 20XX to 20XX

**KEY CORE/HARD-SKILLS:**

|  |  |
| --- | --- |
| * Social Media: Facebook, Instagram | * Microsoft Office Applications |
| * Website Programming/Branding | * Customer Service |
| * Public Speaking | * Merchandising |

**EDUCATION**

America’s Best University, Town, CT

**Bachelor of Science Degree in Marketing;** Minored in Psychology

Expected date of graduation: 20XX – G.P.A. 3.8/4.0

**Coursework:** Consumer Behavior, Marketing Management, Marketing Research, Microeconomics, International Business, Industrial Marketing, Social Media in Marketing

**INTERNSHIP**

**Assistant/Intern,** SMART Magazine, New York, NY 20XX – 20XX

* Contacted leading manufacturers to obtain sample merchandise
* Assisted the Fashion Editor at photo shoots and organized clothing and accessories for use
* Wrote captions and explained new seasonal fashion trends
* Directly assisted in transforming and writing the “Makeover” feature for the magazine

**OTHER WORK EXPERIENCE**

**Marketing Assistant/Intern,** ESPN, Bristol, CT 20XX – Present

* Track competitive information and prepare business proposals for marketing staff
* Send out media kits to new clients and perform follow-ups
* Implemented a tracking system for monthly expenses and travel arrangements
* Organize weekly sales staff meetings and set up conference calls for outside office
* Mastered Microsoft Office Word, PowerPoint, Excel, Outlook and Publisher skills

**VOLUNTEER WORK**

* Komen Race for a Cure, New Britain, CT; Volunteer Race Organizer – 20XX – Present

**MEMBERSHIPS/ASSOCIATIONS**

* Student Government Association (SGA); Class President, 20XX – 20XX

**HONORS/AWARDS**

* Who’s Who Among College Students Recipient 20XX