

Iam A. Resume

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OBJECTIVE

Seeking Assistant Social Media Brand Ambassador Internship (#132) at Creative Circle.

EDUCATION

Crown College

B.A. Business Administration

Minor: Marketing

Major GPA 3.5; Overall GPA 3.2

St. Bonifacius, MN
Expected May, 2014

Relevant Coursework

- Marketing Principles
- Marketing Research
- Public Speaking
- Advertising & Integrated Marketing Communication



RELATED EXPERIENCE

Intern

Waconia Chamber of Commerce

www.destinationwaconia.org

[EXAMPLE 1: Very task oriented description, try again . . .]

Update Facebook page, write blog posts, data entry, answer the phone, schedule meetings.

May—August, 2013
Waconia, MN

Social Media Intern

Waconia Chamber of Commerce

www.destinationwaconia.org

[EXAMPLE 2: Shows the potential employer the value of experience as related to your objective. More detail (quantify); accomplishments]

- Assisted Social Media Brand Ambassador and co-managed the organization's social media strategic plan.
- Monitored trends in social media tools, applied knowledge, evaluated efforts. Increased Facebook "likes" by 25%.
- Helped increase overall visibility, membership (10% increase in one month), and traffic across social media platforms.
- Strategized with and educate executive management team on incorporating relevant social media techniques into the organization's culture and business practices. Effectively utilized LinkedIn during research and networking projects.

May—August, 2013
Waconia, MN

INTERCOLLEGIATE ATHLETICS, ACTIVITIES, AND VOLUNTEERISM

Crown College Volleyball; St. Bonifacius, MN

2010—Present

- 2-year starter; volunteer at annual Crown College Volleyball Camp

American Marketing Association ([Minnesota Chapter](#))

2012—Present

- Attended "Speed Networking" event and networked with more than 30 marketing professionals.
- Attended annual conference, "Marketing in the New World."

August, 2013
May, 2013

Carver County Historical Society; Waconia, MN

July—August, 2012

- As a marketing volunteer, designed and created marketing brochure that helped increase membership by 20%.
- Consulted with executive director, marketing coordinator, and local/regional members.

HONORS AND AWARDS

- Twice named Employee of the Week

Summers, 2012 and 2013

- Crown College Dean's Scholarship (Renewable)

2010—Present

- Upper Midwest Athletic Conference [All-Academic Team](#), Crown College Volleyball

2012 and 2013

Sample provided by Crown College [Career Services](#) → Engage. Envision. Equip.

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