

# John Doe

xxxx N. Calvert St. Phone xxx-xxx-xxxx  
Baltimore, Maryland Email johndoe15@ubalt.edu

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## **PROFESSIONAL SUMMARY**

Marketing student with 3 years of experience working in team based and support environments. Now seeking an entry level marketing position.

## **CORE QUALIFICATIONS**

- Marketing strategy- digital and print
- Proficient in Photoshop, Illustrator, InDesign
- Create and update financial models
- Detail oriented and self-starter
- Excellent customer service skills
- Ability to develop presentations

## **EDUCATION**

University of Baltimore, Baltimore, MD  
**B.S. in Business Administration, Marketing**

Graduation: May 20XX

## **RELEVANT COURSEWORK**

- Marketing Strategy
- Marketing for social media
- Digital Marketing
- Financial Management
- Statistics
- Business Ethics

## **MARKETING EXPERIENCE**

University of Baltimore, Baltimore, MD

March 20XX – May 20XX

### **Student Assistant**

- Participated in a recruitment campaign by contacting and educating prospective students through the phone
- Conducted outreach and marketing tables during routine open house events at the University as well as local high schools
- Documented phone calls and responses from outreach that was reported to the director of admissions

Optimized Thermal Systems, Beltsville, MD

Aug. 20XX – Dec. 20XX

### **Marketing Intern**

- Updated company website to improve appearance and traffic
- Managed social media sites to promote company activities and products
- Identified new ways to advertise and market company services and products
- Researched company competitors
- Investigated new potential customers
- Updated company promotional materials including presentations and brochures