**Marketing Resume Template (DON’T INCLUDE THIS)**

Career Center

Shippensburg University of Pennsylvania

career@ship.edu ∙ career.ship.edu ∙ 717-477-1484

**Name**

Address | Phone | E-mail

**EDUCATION**

**Bachelor of Science in Business Administration** (Expected month year)

**Major: Marketing**

Minor/Concentration: (list here, if applicable)

Shippensburg University, Shippensburg, PA

Accredited by AACSB International (Or Internationally Accredited by AACSB)

GPA: (3.0+ or above)

**Honors:** (List any honors or awards received during college, including dates)

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**Relevant Coursework:** (List advanced coursework pertinent to the job)

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**PROFESSIONAL INTERNSHIP(s)/ RELEVANT EXPERIENCE** (use professional, relevant, eye-catching headings)

**Title**,Name of organization, dates involved

City, State where employer is located

* List relevant duties performed during internship
* Use past or present (if still employed) tense action verbs to describe duties

**Relevant Projects/Research Projects**

**Title of Project/Research**, dates conducted

* List duties/responsibilities; scope/size of the project; human subject approval (if relevant); funding/financial support of project; outcomes of research/project
* Was project submitted/approved for publication?
* Use past or present (if still conducting research) tense action verbs to begin each bulleted statement

**CAMPUS LEADERSHIP** (Highlight any leadership roles or positions held)

**Leadership Role**, Organization, dates involved

* List duties/responsibilities of interest to employer; think relevance
* Begin bullets with past or present (if still filling this role) tense action verbs

**COMMUNITY SERVICE** (Could be similar in appearance to Campus Leadership, depending on level of importance/relevance)

List any volunteer work and/or community involvement performed (civic, community related, church, etc.)

**ADDITIONAL EXPERIENCE**

**Job title**, Company (dates)

**Job title**, Company (dates)

**Other Possible Headings to Incorporate In Resume:** Languages; Military History; Campus Leadership/Involvement; Professional Development; Professional Memberships; Certifications/Clearances; Community Service

**Marketing Resume Example**

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**Susan Collins**

Address | Phone | E-mail

**EDUCATION**

**Bachelor of Science in Business Administration** Expected May 2021

**Major: Marketing**

Shippensburg University, Shippensburg, PA

Accredited by AACSB International

GPA: 3.5

**PROFESSIONAL INTERNSHIP**

**Salvo Lobbying**, January 2020 – May 2020

Pittsburgh, PA

* Designed and implemented a marketing strategy geared to small business lobbying for social media
* Analyzed marking strategies of competitors to evaluate the strengths and weaknesses presented
* Alongside art department, designed proto-logos for the company

**Shippensburg University, Student Conduct**, August 2019 – January 2020

Shippensburg, PA

* Worked alongside the Dean of Students to design focus group of students and evaluate public image of Swatawney.
* Coordinated with Marketing Department to “take over” communication for a day to spread awareness of conduct rules

**Hersey Park**, May 2019 – August 2019

Hershey, PA

* Evaluated Hershey logo among team of interns and supervisers
* Dressed in character for children events

**Relevant Projects**

**Efficient Marketing in Entertainment; Leadership Styles in Disney and other Media Institutions**, February 2019

* Alongside undergraduate students and faculty designed research model to measure the effectiveness of marketing in 4 large entertainment organizations based on several archetypes of methods.
* Highlighted evidence that suggests Disney can be more effective with social media.
* Presented research at Minds at Work at Shippensburg University in April 2019