

# FIRST NAME LAST NAME

Street address  
City, State, Zip

Email@scranton.edu | (555) 555-5555 | LinkedIn url

## EDUCATION

**The University of Scranton**, Kania School of Management

**Scranton, PA**

*Bachelor of Science in Marketing; Minor in Business Analytics*

*May 2019*

- Overall GPA: 3.6
- Omega Beta Sigma Women's Honor Society, Mu Kappa Tau Marketing Honor Society, Loyola Scholarship
- Dean's List: Five semesters

## PRACTICAL EXPERIENCE

**Aramark**

**Scranton, PA**

*Peer to Peer Sales Representative*

*August 2018-Present*

- Utilize interpersonal skills to best sell and market dining services to all University students
- Assist with social media posts and innovate new ideas for media platforms
- Gather and conduct surveys to gain customer satisfaction information

**Novartis Pharmaceuticals**

**Morristown, NJ**

*Marketing Intern*

*May 2018-Present*

- Serve as a leader in the creation of new promotional marketing materials (patient brochure)
- Analyze current promotional materials for improvement
- Shadow sales representative to gain insight on how marketing materials are being used within the field
- Interact and communicate with advertising agency to ensure smooth, efficient process and deadlines
- Communicate upcoming events and new materials from the marketing team to sales representatives

**Coal Creative**

**Wilkes-Barre, PA**

*Business Development Intern*

*December 2017-May 2018*

- Created blog posts on various topics each week for clientele
- Met with potential clients and followed up with additional questions
- Assisted with the updating of social media platforms
- Led and crafted social media campaigns

**Public Relation Student Society of America**

**Scranton, PA**

*Vice President*

*August 2017-May 2018*

- Collaborated with marketing team to campaign for a nonprofit organization
- Marketed and advertised around the University campus and local community
- Planned programs to help advertise University organizations through social media and public relations

## ADDITIONAL EMPLOYMENT

**New Horizons Day Camp**

**Livingston, NJ**

*Swim Instructor*

*June 2017-August 2017*

- Assisted children and teens with special needs with proper swim techniques and ensured water safety
- Planned instructional sessions to ensure efficient classes

## LEADERSHIP EXPERIENCE

**The University of Scranton NCAA Division III Swim Team**

**Scranton, PA**

*Varsity Swim Team Captain*

*August 2015-Present*

- Motivate the team to work hard and achieve ultimate goals
- Participate in University lead athletic leadership training
- Act as team interface to coaches on any matters that arise within the team

*First Team All Landmark Conference*

*2017&2018*

*Social Media Coordinator*

*September 2016-Present*

*Most Valuable Player*

*2016*

## OTHER INFORMATION

*Certifications:* Bloomberg Certification, Google Analytics Certification

*Activities:* Eucharistic Minister

*Skills:* Social Media (Facebook, Twitter, Instagram); Microsoft Word, Excel, PowerPoint