
Sample: Business Major with Related Experience & Course Project

Andrea Kim

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SUMMARY	BS in Marketing with 5+ years of professional experience Consistently promoted, in both professional and leadership settings Familiarity with marketing research, public relations, and marketing analytics
EDUCATION	University of Illinois at Chicago (UIC), Chicago IL Bachelor of Science in Marketing ; Major GPA 3.4/4.0 <i>May 2014</i>
COURSE PROJECT	Strategic Marketing Planning and Management <i>Rand McNally Publisher Project</i> <i>Fall 2013</i> <ul style="list-style-type: none">• Collaborated with a group to develop a strategic marketing plan for an educational publisher to maximize their digital textbook sales opportunity• Analyzed the existing market and developed a three-year plan including strategies and tactics to grow their market share by expanding the target market
RELATED EXPERIENCE	Marketing, Inc. , Chicago, IL <i>June-August 2013</i> <i>Marketing Intern</i> <ul style="list-style-type: none">• Assisted with fielding qualitative and quantitative market research projects; analyze and summarize results to inform business strategy. Projects included a series of focus groups with teens, and a survey using Qualtrics survey software• Drafted e-mails and press releases to promote new product launches for clients• Developed and maintained a database of media contacts using Excel American Marketing Association , UIC, Chicago, IL <i>April 2013-Present</i> <i>Vice President</i> <ul style="list-style-type: none">• Assist President in overseeing and managing \$2,700 budget• Collaborate with members to implement new educational and fundraising events, such as a Dog Wash modeled on traditional car washes that netted over \$900• Secure marketing-related speakers and manage all logistics for monthly meetings <i>Director of Member Relations</i> <i>April 2012-April 2013</i> <ul style="list-style-type: none">• Created and implemented a new marketing-related social event, leading to recruitment of 20 new general members and increasing membership by 40%
ADDITIONAL EXPERIENCE	Bay Bank , Chicago, IL <i>June 2011-May 2013</i> <i>Customer Service Representative/Loan Operations</i> <ul style="list-style-type: none">• Promoted from Customer Service Representative to Loan Operations Personnel• Provided professional service to internal and external customers in a fast-paced environment by resolving routine problems and answering customer questions• Balanced and verified content of cash drawer daily, averaging net worth of \$12,000 daily• Recognized by supervisor as satisfying and exceeding office requirements Java Coffee Shop , Palatine, IL <i>August 2008-January 2011</i> <i>Supervisor/Barista</i> <ul style="list-style-type: none">• Managed up to 4 employees per shift and ensured all tasks were completed on time
SKILLS	<i>Social Media</i> : Proficient in marketing through Twitter, Facebook pages, and Pinterest <i>Computer</i> : Adobe Photoshop; Microsoft Publisher, PowerPoint, Word, Excel; Qualtrics <i>Language</i> : Working knowledge of Korean