

SAMPLE RESUME

ADDRESS | PHONE | EMAIL

EDUCATION

Florida Gulf Coast University, Fort Myers, FL
Bachelor of Science in Business Management

Expected May 20XX
GPA 3.62

- Minor in Marketing and Advertising
- Dean's List (2015 - 2017)
- Honors Program

RELEVANT COURSEWORK

Principles of Management	Operations Management	Market Research	Consumer Behavior
Public Relations Management	Product & Brand Management	Business Strategy	Intro to Marketing

MARKETING PROJECT EXPERIENCE

“Business Strategy Game: Shoe Company” | **Business Strategy**

- Use set sale prices, conduct sales forecast, researched geographical locations, monitored exchange rates and sales channels to increase the revenues and valuation of imitation shoe company
- Monitor image rating and increase marketing (wholesale and internet) advertisements to become more appealing to investors

“The Digital Printing Revolution” | **Product and Brand Management**

- Rebranded a HVAC company and incorporated the idea of using 3D digital printing technology to allow for instant access to tools to decrease need for repeat visits and repair air conditioners immediately
- Developed promotional ideas as well as ad campaigns aimed at capturing our target audience
- Performed SWOT Analysis and presented final campaign and promotional ideas to our clients

LEADERSHIP EXPERIENCE

Tutor, *Florida Gulf Coast University*, Fort Myers, FL

Jul 2016 – May 2018

- Helped students increase their understanding of course material by using study and instructional techniques
- Tutored multiple subjects such as Statistics and Principles of Management to help students increase their course grades (on average) from a D to a B-

Research Assistant, *Dr. Lennertz, Florida Gulf Coast University*, Fort Myers, FL

Jan 2016 – June 2016

- Collaborated with Dr. Lennertz to research and gather information on marketing strategy, price theory, sale trends, and methods of marketing and distribution
- Conducted a survey among 50 undergraduate students pertaining to millennial marketing preferences
- Utilized survey results to create a marketing campaign based on ad preferences and buying habits

ADDITIONAL WORK EXPERIENCE

Front Desk Assistant, *FGCU's Career Development Services*, Fort Myers, FL

May 2017– May 2018

- Primary point of contact between students, employers, and advisors for a career development office
- Welcomed guests, demonstrate professionalism, and assist in finding solutions to career and internship questions
- Scheduled and organized appointments for events and advisors

Cashier, *Publix*, Naples, FL

Jun 2014 - Dec 2016

- Greeted guests and created a welcoming environment to increase rapport and return visits
- Trained total of 16 employees on business operations, cash handling, customer service and attention to detail
- Mediated customer concerns and was recognized as Employee of the Month (2015)

VOLUNTEER AND COMMUNITY INVOLVEMENT

Florida Gulf Coast University Student Government | *Social Media Director*

Aug 2016 – May 2017

Naples Humane Society | *Volunteer*

Jan 2016 - Dec 2016