

# Marketing Sample Résumé

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### OBJECTIVE

A marketing research position.

### EDUCATION

**Bachelor of Science in Marketing**, May 20XX

Northern Illinois University, DeKalb, IL 3.0/4.0 PGA

- Coursework includes: Integrated Marketing Communications, Business and Professional Communication, Marketing Strategy, Global Marketing, Product Planning and Development, Buyer Behavior, Sales Management, Principles of Selling, and Marketing Research

**Associate of Arts/Business emphasis**, July 20XX

College of DuPage, Glen Ellyn, IL

- Business Calculus and Statistics, Financial/Managerial Accounting, Micro-Macro Economics, and Business Law

### MARKETING PORTFOLIO PROJECTS

- **Integrated Marketing Communications Plan:** Team project that provided opportunity for concept generation, new product marketing strategy, marketing mix analysis, new product business analysis, product plan, and commercialization plan with advertisements including overall media schedule, discussion of each promotional element, and budget for promotional plan.
- **Marketing Research Project:** In-depth study focusing on impulse buying. Developed survey instrument to assess buyer behavior, thoughts, and attitudes regarding on-line and traditional purchases. Utilized Vovici to conduct survey to over 100 respondents with 100% response rate. Used SPSS for statistical analysis to develop conclusions and recommendations for improved marketing strategies.
- **Sales Role Play:** Demonstrated complete sales cycle to Marketing 350 class.
- **Global Marketing:** Researched international products sold in South Africa to analyze the impact of cultural diversity in marketing strategies including wine, Coke Cola, and Puma footwear.
- **Corporate Marketing Strategy:** Researched Nike marketing strategies and recommended new strategies.

### COMPUTER SKILLS

SPSS; MS Excel, Access, Word, & PowerPoint; Basic website design

### MANAGEMENT EXPERIENCE

**Customer Service Manager, Cashier, Floral Design, Stocker, Bagger**, December 20XX-Present

Jewel Food Store, Elmwood Park, IL

- Manage and oversee 62 employees including daily scheduling and supervision.
- Monitor employee performance, provide training to enhance skills and remedy corrective actions, and conduct monthly evaluations.
- Orient employees to new policies and procedures, and obtain signatures to ensure compliance.
- Provide positive motivation, reinforcement, and support to increase employee morale.
- Manage daily sales audit and reconciliation; balance fifteen cash drawers, lottery sales, and safe; prepare credit and debit reports; and enter employee payroll data.
- Analyze daily departmental data reports, and compare with prior week and year.
- Establish rapport through friendly and informative customer service, and efficient handling of customer concerns.
- Recognized for exceptional performance with five promotions to date.
- Gained exceptional time management & prioritization skills, attending college full time and working 30 hours/wk.

### HONORS/AWARDS

“Exceptional Customer Service” awards, Jewel Foods

MIA/POW Scholarship

### LEADERSHIP ACTIVITIES

**Volunteer**, Hased House, Aurora, IL, August 20XX-Present

- Organize collection and disbursement of donated items.
- Provide social interaction and supplies to homeless clients in the Fox Valley area.