

FIRST LAST

City, State | Phone | Email | LinkedIn | (GitHub/Portfolio as applicable)

SUMMARY

Business junior interested in marketing analytics and brand strategy. Experience leading campus initiatives, running social campaigns, and using data to improve engagement and event turnout.

EDUCATION

University Name — City, State

B.B.A. Marketing (or Sports Management / Advertising), Expected May 20XX

GPA: X.XX/4.00 (if ≥ 3.4)

Relevant Coursework: Marketing Research, Consumer Behavior, Business Analytics, Microeconomics

SKILLS

Marketing Tools: Google Analytics, Meta Business Suite, Canva, Mailchimp

Data/Business: Excel (PivotTables/VLOOKUP), Tableau, PowerPoint

Core: Campaign planning, copywriting, market research, stakeholder communication

EXPERIENCE

Marketing Intern — Organization, City/Remote | Month 20XX–Month 20XX

- Assisted campaign planning for ____; created weekly content calendar across Instagram/TikTok/LinkedIn.
- Tracked engagement KPIs and optimized posting strategy, increasing reach by 25%.
- Produced 3 promotional assets per week and coordinated approvals with team lead.

Campus Event Coordinator — University Org | Month 20XX–Present

- Led a 6-person team to plan and promote monthly events for 150+ students.
- Built sponsor outreach list and secured \$X,XXX in in-kind support.
- Improved attendance by 40% through targeted email and social promotions.

PROJECTS

Brand Audit + Growth Plan — Academic | Month 20XX

- Conducted competitor analysis and customer survey (n=____).
- Presented 3 growth recommendations tied to segmentation and channel ROI.

LEADERSHIP & ACTIVITIES

Student Marketing Association — Officer | 20XX–Present

Varsity/Club Sport Athlete — Team Member | 20XX–Present