

# JOB POSITION RESUME EXAMPLE

By Resume Genius

Phone: (212) 256-1414

Email: lauren.chen@gmail.com

LinkedIn: linkedin.com/in/lauren-chen/

Energetic and passionate college student working toward a BS in Marketing at the University of Georgia. Aim to use knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing internship at Athens Advertising.

## EDUCATION

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### Bachelor of Science in Marketing

University of Georgia, Athens, GA

Expected Graduation May 2023

- **GPA:** 3.7/4.0
- **Relevant Coursework:** Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
- **Honors & Awards:** Made the dean's list in 2 semesters
- **Clubs:** UGA Chapter of the American Marketing Association, Mu Kappa Tau

## MARKETING PROJECTS

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### Pet Business Marketing Campaign

June 2021 – May 2022

- Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination of social, email, and offline marketing techniques
- Surveyed pet owners in Athens to collect data on the behavior of the store's target demographic
- Developed a \$1,500 campaign budget after calculating the minimum cost that would yield the highest return on investment (ROI)

### Business Plan Competition

Jan 2020 – May 2021

- Entered UGA's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all of the marketing aspects of the business plan, including industry analysis, customer trends, market growth, positioning, and promotions
- Received 3rd place out of the 30 teams that entered the competition

## RELEVANT SKILLS

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- In-depth knowledge of social media marketing platforms: Twitter, Tik Tok Facebook, LinkedIn, Instagram, and Pinterest
- Adept with Microsoft Office Suite
- Chinese: Advanced
- Familiar with consumer research tools: AYTm and GutCheck

# Writing Comparison For Small Business 86 80 Resume Writing Examples

**O García**



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