

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

The first thing you should do is establish the objective of your resume. An entry-level resume will focus on work experience, internships, and education more than anything else.

Experience

Marketing Intern - Anthem Industries, Akron, OH

June 2022 – September 2022

- Discuss how you helped organize certain events. Include specifics such as the number of people you had to manage and whether it was online or in-person.
- Consider discussing any online presence you managed. If you were in charge of managing the social media for a company during your internship, mention it. Include the number of social media platforms you had to manage.
- Ensure that you highlight the best moments from your internship. A key moment could be a post going viral. Include the number of views it got.
- Discuss the day-to-day tasks you needed to complete. Be concise, but ensure you communicate the importance of your role on your team.
- If you helped with branding or creating landing pages, mention it. Marketing is all about branding, so if you have experience in that area, you should include it.

Volunteer Marketing Assistant - Switch Inc, Albany, NY

June 2021 – September 2021

- Talk about your reasons for volunteering for the company. This point is especially important to include if they are in the same industry as the job you are applying for.
- Discuss your daily contributions as a volunteer. Were you in charge of a group, or did you work under a supervisor?
- If you collaborated with several brands, include that information. Collaboration is a big part of marketing and experience is valuable on a resume.
- Social media fluency is crucial in marketing, especially as a director. So, mention any time spent managing social media accounts on your resume.
- Finally, include a highlight from your time volunteering. The highlight should be something that helped the company as a result of proactive action from you.

Project Experience

- Bulk Landing Page Creation: Discuss a project you contributed to related to branding. For example, you could have spent time creating landing pages as one of your roles for your summer internship. Include any crucial facts related to teamwork, management, and how your contributions benefited the company.
- Inter-company Relations Lead: Discuss a project you worked on that required collaboration with several teams and companies. Collaboration is essential in marketing and displaying it in your resume is beneficial.

Education

Bachelor's Degree in Marketing - Syracuse University

2018-2022

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Communication skills
- Analytical skills
- Critical thinking
- Project management
- Social Perceptiveness
- Social media expert

Licenses & Accreditations

Licenses Licenses & Accreditations

- Digital Marketing Institutes Professional Certificate in Digital Marketing
- The American Marketing Associations Professional Certified Marketer