

# Name



xxxxxxx



name@gmail.com

## SKILLS

- Print Publication
- Web Design
- Marketing Strategies & Research
- Adobe Creative Suite, Social Media, MS Office

## EDUCATION

### ST. BONAVENTURE UNIVERSITY, St. Bonaventure NY

Master of Arts

Integrated Marketing and Communications, May 20xx

GPA: 3.4/4.0

Thesis: An IMC Plan for xxxxxxxx

Bachelor of Arts

Journalism/Mass Communication, May 20xx

## SERVICE/ACTIVITIES

Volunteer, The Warming House

Volunteer, SPCA

Team Member, Club Soccer

Member, Student Government Association

Vice-President, BonaAcoustics

## GET IN TOUCH



@xxxxxxxxxxx



xxxxxxxxxxxxxwordpress.com



www.linkedin.com/firstlastname

## EXPERIENCE

### MARKETING INTERN, Office of Marketing & Communications

St. Bonaventure — New York Fall 20xx—present

- Manage all social media accounts for the University, attend campus events for live blasts
- Write and edit press releases
- Meet with constituents to determine product needs and specifications for development

### SOCIAL MEDIA INTERN, The Media Group

San Diego—California

Summer 20xx

- Managed all social media accounts including Twitter, Instagram, Facebook, and Tumblr
- Provided recommendations on marketing strategies to increase brand recognition and client traffic—raised online presence a total of 30% after implementation
- Analyzed current market research and trends and discuss new initiatives during weekly strategy sessions
- Utilized Photoshop and Indesign to create online and print publications

### SOCIAL MEDIA INTERN, Uncommon

Nashville—Tennessee

Summer 20xx

- Monitored social analytics to improve impressions, reach and referrals
- Helped to define brand voice
- Created engagement with communities in Uncommon
- Scheduled posts and posted daily across multiple social channels