

FIRST LAST NAME

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EDUCATION

St. Bonaventure University, St. Bonaventure, NY

B.A., Psychology, Minor: Marketing, *anticipated May 20xx*
GPA: 3.82/4.00 • Dean's list, all semesters

Related Coursework:

Research Design and Analysis; Statistical Methods for Undergraduate Research;
Social Psychology, Consumer Behavior, Digital Marketing

RELEVANT EXPERIENCE

BonaResponds, St. Bonaventure University, St. Bonaventure, NY

Marketing and Public Relations Coordinator August 20xx -present

- Lead all marketing, public relations, and media outreach for the University's largest service organization
- Delivered 10% increase in membership from previous year through new marketing efforts
- Develop and distribute marketing materials, press kits, and press releases; use Adobe Illustrator and Canva to create collateral materials
- Secure sponsorship and donations for disaster relief trips and local community service projects
- Serve as liaison with representatives from various regional disaster relief organizations in planning nationwide service trips for SBU students

ADDITIONAL EXPERIENCE

St. Bonaventure University Office of Advancement, St. Bonaventure, NY

Bonathon Caller August 20xx -June 20xx

- Engaged alumni and parents to update them on current events at St. Bonaventure and to encourage them to financially support the University's strategic initiatives
- Recognized for securing the most monthly pledges (September 20xx)

The Scoop, Beverly, MA

Server May - August 20xx

- Demonstrated effective customer service abilities in high-traffic beach front ice cream store; served, on average, 75+ customers hourly
- Handled cash transactions and oversaw daily bank deposits

ACTIVITIES

- Secretary/Member, American Marketing Association
- Child Mentor, Bona Buddies
- Volunteer, Warming House Community Soup Kitchen
- Member, SBU Ski Club

SKILLS

Fluent in Macintosh and PC operating systems; proficient in Microsoft Office Suite (Word, Excel, and Publisher), Adobe PhotoShop, Illustrator and Canva; extensive experience in the use of Internet research tools