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| --- | --- |
| First Last  | Street addressCity, State Zip |
| Email@scranton.edu | LinkedIn url (555) 555-5555 |

**EDUCATION**

**The University of Scranton,** Kania School of Management **Scranton, PA** *Bachelor of Science in Marketing; Minor in Business Analytics* *Anticipated Graduation May 2019*

* Overall GPA: 3.60/4.00
* Omega Beta Sigma Women’s Honor Society, Mu Kappa Tau Marketing Honor Society, Loyola Scholarship
* Dean’s List: Five semesters

**Generic High School** **Scranton, PA** *Diploma June 2021*

* Overall GPA: 3.60/4.00

**PRACTICAL EXPERIENCE**

**Aramark Scranton, PA**

*Peer to Peer Sales Representative August 2018-Present*

* Utilize interpersonal skills to best sell and market dining services to all University students
* Assist with social media posts and innovate new ideas for media platforms
* Gather and conduct surveys to gain customer satisfaction information

**Novartis Pharmaceuticals Morristown, NJ**

*Marketing Intern May 2018-Present*

* Serve as a leader in the creation of new promotional marketing materials (patient brochure)
* Analyze current promotional materials for improvement
* Shadow sales representative to gain insight on how marketing materials are being used within the field
* Interact and communicate with advertising agency to ensure smooth, efficient process and deadlines
* Communicate upcoming events and new materials from the marketing team to sales representatives

**Coal Creative**  **Wilkes-Barre, PA**

*Business Development Intern December 2017-May 2018*

* Created blog posts on various topics each week for clientele
* Met with potential clients and followed up with additional questions
* Assisted with the updating of social media platforms
* Led and crafted social media campaigns

**VOLUNTEER EXPERIENCE**

**New Horizons Day Camp Livingston, NJ**

*Swim Instructor June 2017-August 2017*

* Assisted children and teens with special needs with proper swim techniques and ensured water safety
* Planned instructional sessions to ensure efficient classes

**LEADERSHIP EXPERIENCE**

**The University of Scranton NCAA Division III Swim Team** **Scranton, PA**

* Varsity Swim Team Captain August 2015-Present
* Motivate the team to work hard and achieve ultimate goals
* Participate in University lead athletic leadership training
* Act as team interface to coaches on any matters that arise within the team
* First Team All Landmark Conference (2017&2018)
* Social Media Coordinator (September 2016-Present)
* Most Valuable Player (2016)

**OTHER INFORMATION**

*Certifications:* Bloomberg Certification, Google Analytics Certification

*Activities:* Eucharistic Minister

*Skills:* Social Media (Facebook, Twitter, Instagram); Microsoft Word, Excel, PowerPoint

*Interests:* Long distance running, Skiing, Travel