Marketing Intern Resume Sample

(000)-000-0000 | your@email.com | 123 Your Address, City, State, Zip Code

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**CAREER OBJECTIVE**

Hard-working university student who demonstrated strong market analysis skills in previous internship at Arctic Holidays. Aiming to use my brand and sales management and knowledge of marketing data analytics to land an internship for [TARGET COMPANY]’s marketing team. Ability to work calm under pressure and multi-task will support [TARGET COMPANY] in achieving its strategic goals.

**EDUCATION**

IOWA STATE UNIVERSITY, Ames, IA September 2014 – Present

B.A. IN MARKETING, EXPECTED GRADUATION MAY 2018

* GPA: 3.95
* **Relevant completed courses:** Marketing Research, Consumer Behavior, Strategic Marketing Management, Promotional Strategy, Sales Management, and Global Marketing
* **Awards & Honors:** Dean’s List (every semester), Independent Can Company Scholarship recipient (2014-2015)
* **Clubs & Organizations:** Vice-President of the Entrepreneurship Club (fall 2017 – present), Mentor for College Mentors for Kids program

**RELATED EXPERIENCE**

UNDEGRADUATE RECRUITMENT CAMPAIGN

Iowa State University, Ames, IA September 2017 – December 2017

* Used exclusively online marketing in a way that brought tangible results, increasing applications at Iowa State by 25% over a four month period
* Surveyed over 4,000 prospective students in the Ames area and gathered data about what course of study they were interested in
* Worked with university admissions department to overhaul training program for student tour guides
* Updated registration and session selection with new online tool that generated 40,000 clicks and over 25 million impressions

MARKETING TRAINEE

 Arctic Holidays, Ames, IA June 2016 – August 2016

* Added insights on Arctic Holiday’s social media strategies by conducting weekly recap presentations of customers’ trips
* Assisted in market analysis to gain insight on competition pricing and consumer data
* Maintained company’s social media accounts and handled content creation for the website

**ADDITIONAL SKILLS**

* Proficient in major social media marketing platforms: Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Reddit, Tumblr
* WordPress, Drupal CMS platforms
* Content creation skills using Adobe Photoshop and InDesign