

# First & Last Name

Physical Address

Email Contact

Phone Contact

LinkedIn Profile Link

## Education

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**University of Maine, Maine Business School**

**Anticipated Graduation: May 20XX**

B.S in Business Administration, Marketing Major

GPA: X.XX

Concentration: Management of Information Systems

## Relevant Experience

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**Digital Marketing Internship, Cove Design Works** (*Innovate for Maine*)

**June 20XX – August 20XX**

*Winthrop, Maine*

- Attended Innovate for Maine Bootcamp program to engage in skill training and development
- Developed digital marketing materials utilizing Adobe Suite tools
- Created working website drafts with WordPress, increased website traffic by 10%
- Optimized website strategies by using SEO and SEM, increased proficiency by 3%

**Opinion Section Staff Editor, The Maine Campus**

**September 20XX – June 20XX**

*Orono, Maine*

- Contributes persuasive written editorial articles to the Maine Campus's newspaper
- Collaborates with a 15+ team of editors and writers to produce weekly content
- Edits and publishes multiple weekly articles for the newspaper

**Deli Associate, Hannaford**

**September 20XX – August 20XX**

*Bangor, Maine*

- Interacted with customers to conduct sales both in-person and on the phone
- Followed sanitary and time-sensitive department maintenance procedures
- Oversaw multiple tasks in frequently fast-paced environment

## Selected Coursework

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**Integrated Marketing Communications**

**Spring 20XX**

Developed a complete IMC plan and gained simulated experience with Google AdWords

**Consumer Behavior**

**Spring 20XX**

Learned the fundamentals of consumer motivations, persuasion, buying behaviors

**Marketing Research**

**Fall 20XX**

Gained research (e.g., proposal development) and technical (e.g., RStudio, Qualtrics) experience

## Student Involvement

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**HerCampus**, Staff Writer

**October 20XX - Present**

**American Marketing Association (AMA)**, UMaine Chapter, Member

**September 20XX - Present**

**MBS Corps**, Secretary

**October 20XX - Present**

## Skills/Certification

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Excel Associate Certification, May 20XX

SAP Fundamentals Certification, October 20XX

RStudio Basics

SQL Basics

SAP Analytics Cloud Basics

Python Basics