

John Doe

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SUMMARY OF QUALIFICATIONS

- Business Administration, Marketing Strategy major seeking relevant internship experience.
- Leadership, communication, and interpersonal skill development through campus organizations and work experience.
- Proficient with Microsoft Office-Word, Excel, PowerPoint; Mac OS, Google Drive.
- Successful performance as a full time student while working 15-20 hours per week.

EDUCATION

University of North Carolina at Wilmington

Graduation: May 2017

Cameron School of Business

Bachelor of Science, Business Administration

Concentration: Marketing Strategy

Overall GPA: 3.68

Honors

- Cameron Executive Network
- Dean's List

COURSEWORK

- **Professional Selling:** Participate in video-recorded role plays that require sales skills.
- **Marketing Intelligence & Communication:** Interpretation of data and communication of findings to allow for effective marketing decision making.
- **Principles of Marketing:** Emphasis on the concepts, activities, and decisions that relate to the marketing function in domestic and international business.
- **Consumer Behavior:** Focus on behavioral science concepts and how they contribute to effective marketing activities from the perspective of the consumer and marketer.

LEADERSHIP AND SERVICE

UNCW Young Life

2015-Present

Vice President

Responsible for communications and managing weekly meetings

Screamin' Seahawks

2013-2014

President

Appointed officers and managed student communications regarding university athletic events

ABC High School, Young Life Volunteer

2014-Present

Oversee club activities and engage high school students through sports and camps.

Cape Fear Soccer, Volunteer Coach

2014

WORK EXPERIENCE

Harris Teeter

2011-Present

- Went above and beyond job description to become 'Employee of the Month' in 2015.
- Practice customer service by assisting customers and exercising the suggestive selling of products.

UNCW Crossroads- Substance Abuse and Education Program

2014-2015

- Coordinate organization events and speak to small groups of students.