

MARKETING SAMPLE RESUME

Stephen Austin

Nacogdoches, Texas

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EDUCATION

Bachelor of Business Administration in Marketing,
Stephen F. Austin State University, Nacogdoches, Texas

December 20XX

Associate of Applied Science in Business and Supervision,
Angelina College, Lufkin, Texas

May 20XX

RELEVANT EXPERIENCE

Public Relations Intern

Nacogdoches Chamber of Commerce, Nacogdoches, Texas

January 20XX – Present

- Streamline membership database through XYZ program daily
- Serve as liaison with Nacogdoches Chamber members on events, membership status, and resources
- Plan, organize, and host the Chamber's "Alive After Five" events for Nacogdoches business community

Assistant Editor

Lufkin Daily News, Lufkin, Texas

January 20XX – May 20XX

- Expedited the copy-editing process by collaborating with writers and copy writers
- Designed advertising layouts for 50-100 organizations
- Discussed political opinions as contributing sources for the newspaper

Advertising Team Member

Marketing Company Advertising and Promotions Project, Lufkin, Texas

August 20XX - December 20XX

- Conducted research to evaluate the effectiveness of existing advertising displays in the community
- Formulated a seasonal promotion to increase sales and strengthen brand quality measured through customer's satisfaction survey
- Observed the preparation and negotiation process for client's contracts

INVOLVEMENT

Recruitment Chair

Lambda Epsilon Omega Fraternity, Stephen F. Austin State University

August 20XX – May 20XX

- Developed recruiting strategy, which successfully resulted in 35 new members
- Organized recruitment teams for 200 participants weekly
- Publicized media for fall recruitment programs and events to encourage student participation

Volunteer

Nacogdoches Animal Services and Adoption Center, Nacogdoches, Texas

June 20XX – August 20XX

- Enlisted approximately 60 hours annually to program
- Engaged with shelter visitors and help the animal adoption process run smoothly
- Cleaned kennels and took inventory of donated pet supplies each day

Speakers Chair

College Marketing Association, Stephen F. Austin State University

August 20XX – May 20XX

- Interacted with corporate executives to recruit potential guest speakers
- Coordinated publicity and arrangements for each speaker at 4 social events for the community
- Maintained detailed manuscripts and program operations for filing purpose