

[Preferred resume without picture or graphics]

# Mike Marketing

Mikemarketing@clemson.edu

LinkedIn URL

864-000-0000

URL

Digital Portfolio

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## EDUCATION

### **Bachelor of Science in Marketing**

**Spring 20xx**

Clemson University

Clemson,

SC

Minor: (If applicable)

GPA: 3.1/ 4.0

Study Abroad University Name

Summer

20xx

## RELEVANT EXPERIENCE

### **Marketing Analyst Intern**

August 20xx -

December 20xx

Smart Net Solutions

Clemson, SC

- Conducted audits, competitor analyses and SWOT analyses
- Increased business user registration by 19%
- Created flyers and social media advertisements to promote the company's mission statement

### **Marketing Intern**

May 20xx - August

20xx

Edward-Brooks

Tampa, FL

- Provided support to event managers and cross functional teams to ensure smooth operations of event from budgeting to teardown
- Supported the marketing team in developing video ads showcasing all company events

## OTHER EXPERIENCE

### **Student Employee**

January 20xx -

Present

Clemson University Library

Clemson, SC

- Create marketing materials for the library to promote special events such as exam hours and holiday hours
- Assist students on where to find library materials online and on site

## LEADERSHIP & CAMPUS INVOLVEMENT

### **Secretary**

January

20xx - Present

Clemson Marketing Association

- Take meeting minutes and distribute to current members within 24 hours of the meeting
- Serve on the Executive Board that serves 75 marketing students

### **Member**

August 20xx - May

20xx

Wilbur O. and Ann Powers College of Business Recruitment Ambassadors

[Preferred resume without picture or graphics]

- Passionately promoted the Powers College of Business to over 200 potential students
- Created marketing brochures for new students to learn about the departments in the college

**CERTIFICATIONS AND EXPERTISE**

Google Ads Certification | Salesforce | Adobe Creative Suite | Canva | Social Media Management



Office of Career and Global Engagement