

Jane S. Freshman

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LinkedIn URL

EDUCATION

Clemson University - Wilbur O. and Ann Powers College of Business

Clemson, SC

Bachelor of Science in Marketing

Minor: (If applicable)

May 20xx

GPA: 3.1/4.0

MARKETING EXPERIENCE

Creative Inquiry: Freshmen Marketing Project

January 20xx - May 20xx

Department of Marketing

Clemson, SC

- Created and pitched social media content strategies to the Clemson University Marketing Department, influencing digital brand initiatives
- Formulated a data-driven, real-time marketing strategy for a designated company, resulting in actionable recommendations adopted for improved engagement

OTHER EXPERIENCE

Student Employee

January 20xx - Present

Clemson University Library

Clemson, SC

- Design and produce marketing materials to promote library events, including extended exam and holiday hours
- Assisted students in navigating library resources both online and in-person, improving research efficiency

Cashier

July 20xx - August 20xx

Publix Grocery Store

Spartanburg, SC

- Processed monetary transactions and returns with accuracy and efficiency, ensuring a seamless customer experience and reducing errors in cash handling
- Trained three new employees on cash register operations and customer service procedures, ensuring they gained confidence and proficiency in handling transactions

LEADERSHIP & CAMPUS INVOLVEMENT

Member

January 20xx – Present

Delta Sigma Pi (Professional Business Fraternity)

Member

August 20xx - Present

Clemson University Women in Business

President

August 20xx - May 20xx

Spartanburg High School Anchor Club

Spartanburg, SC

VOLUNTEER EXPERIENCE

Tutor

September 20xx - May 20xx

Pine Street Elementary School

Spartanburg, SC

- Tutored two First Grade Students in Mathematics, Writing, and Reading
- Informed teacher on progress achieved by students

HONORS/AWARDS

National Merit Scholarship, Recipient

South Carolina High School, Class of 20xx Valedictorian

THE FRESHMAN RESUME

1. Objective Statement

- An objective statement is not always necessary. It can help highlight your enthusiasm, relevant skills, and align your career plans with an employer's needs. And, it can add substance to a lean resume.
- Keep it to one - two direct, concise lines. For example, "To obtain the Summer 20xx Social Media and Digital Marketing internship with Southern Tide that will utilize my digital marketing and social media skills."
- Include the name of the company, position, and skills and education set that you bring to the position.

2. Education

- Always write out, bold, and/or italicize, the degree you are seeking (e.g. **Bachelor of Science in Business**).
- List a minor, emphasis, area of focus, or concentrations, if applicable.
- Include GPA if over 3.0.

3. Experience

- Divide this section into categories such as Leadership, Work, and Relevant Experience (relevant to the position you are applying for), etc.
- Think about past or current volunteer work, projects, positions, and descriptions of work you have done.
- Use action verbs when giving descriptions and be detailed (include skills you gained through your experiences or how you have used skills you already have).
- List descriptions with bullets. Refrain from using paragraph forms.
- Drop high school information (experiences, extracurricular activities, etc.) as you enter your sophomore year.

4. Extracurricular Activities

- Think about high school and college organizations you were involved in, such as athletic teams and special interest groups.
- Include any special positions you held in those organizations.
- Provide 1-2 bullets of any special projects or accomplishments you or your organization achieved.

5. Honors/Awards

- Include past honors/awards that you received (academic, sports-related, career-related, character awards).