

# Mike Marketing

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## EDUCATION

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

*Bachelor of Science in Marketing*

*Minor: (If applicable)*

May 20xx

Clemson, SC

GPA: 3.1/4.0

Study Abroad University Name

January 20xx - May 20xx

## MARKETING EXPERIENCE

**Marketing Analyst Intern**

*Smart Net Solutions*

August 20xx - December 20xx

Clemson, SC

- Performed market audits, competitor research, and SWOT analyses, identifying three key areas for expansion, leading to data-driven decision-making
- Redesigned the user registration process, increasing business sign-ups by 19% and enhancing the overall user experience
- Developed and executed targeted social media campaigns, boosting brand awareness and increasing audience engagement by 4%

**Marketing Intern**

*Edward-Brooks*

May 20xx - August 20xx

Tampa, FL

- Collaborated with event managers and cross-functional teams to oversee budgeting, logistics, and execution, ensuring seamless event operations and increasing attendee satisfaction
- Optimized video ad content and targeting strategies, increasing social media engagement by 15%

**Creative Inquiry: Freshmen Marketing Project**

*Department of Marketing*

January 20xx - May 20xx

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**

*Clemson University Library*

January 20xx - Present

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

## LEADERSHIP & CAMPUS INVOLVEMENT

**Secretary**

*Clemson Marketing Association*

January 20xx - Present

Clemson, SC

- Streamline internal communications by ensuring timely distribution of meeting minutes, improving event planning efficiency
- Serve on the Executive Board that supports 75 marketing students

**Member**

*Wilbur O. and Ann Powers College of Business Recruitment Ambassadors*

August 20xx - May 20xx

Clemson, SC

- Represented the Powers College of Business to over 200 prospective students increasing submitted applications
- Crafted marketing brochures for new students to assist them in making informed academic decisions

## TECHNICAL SKILLS AND CERTIFICATIONS

Google Ads Certification | Salesforce (Proficient) | Adobe Creative Suite (Proficient) | Canva (Proficient)