

## **First Name Last Name**

400 General Street, Apartment 10, Mansfield, CT 06268  
(555) 555-5555 ~ first.last@uconn.edu ~ www.linkedin.com/in/firstlast

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**Objective:** Seeking an Enterprise Rent-A-Car's management trainee position, utilizing interest in sales, strong work ethic, and leadership and communication skills

**Education:** University of Connecticut, Storrs, CT  
Bachelor of Arts, Individualized Major: Consumer Behavior (December 20XX)  
GPA: #.#/4.0; Dean's List: Fall 20XX, Spring 20XX

### **Relevant**

**Coursework:** Business Management; Strategic Brand Management; Persuasion; Marketing Communication

**Experience:** Applebee's, Willimantic, CT  
**Shift Lead** (January 20XX - Present)

- Supervise up to 15 servers and 2 hostesses per shift to ensure quality customer service
- Utilize POS software systems to accurately track sales and prepare weekly report for management
- Resolve issues arising during shift such as shortage in shift crew and customer dissatisfaction
- Conduct inspections to meet company standards and expectations
- Collaborate with other shift leads and leadership team to organize annual all-staff retreat
- Recruit and train new staff on company's customer service policies, philosophy, and responsibilities

**Server & Hostess** (March 20XX - January 20XX)

- Greeted and ushered customers in a friendly demeanor upon arrival
- Communicated clearly with kitchen staff to ensure accuracy and timelines of orders

**Academic Project:** Department of Communication, University of Connecticut, Storrs, CT  
**Consumer Trends and Advertising Campaigns: Brand Integration in Television** (May 20XX)

- Supported research of Dr. John Smith in analyzing brand integration/embedded marketing in the 10 most popular television shows of 2016
- Designed academic poster featured at the National Communication Association Conference, 20XX
- Co-wrote final report identifying trends in product sales and embedded advertising strategies

**Activities:** EcoHusky Student Group, University of Connecticut, Storrs, CT  
*This student group is focused on raising environmental awareness among UConn students in an engaging and informative manner through weekly meetings and campus-wide sustainability initiatives.*  
**Member** (September 20XX - May 20XX)

- Increased awareness on the implications of using plastic materials on global weather and the environment by staffing booths at University locations such as the Student Union and residence halls
- Initiated communication strategies on social media sites such as Facebook and Twitter to increase presence of club and spread the message to high school and college students
- Managed and solicited sponsorships for annual week-long awareness events, increasing local company connections by 50%

**Skills:** Microsoft Word, Excel, PowerPoint; POS Software System  
Facebook, Twitter  
Fluent in Chinese (Mandarin)

**WORKING STUDENT** - Revised August 2017

*The format of this résumé can be used for any major/field*

## **First Name, Last Name**

20 One Circle, Springfield, MA 01115 · (555) 555-5555 · first.last@uconn.edu · www.linkedin.com/in/firstlast

### **Objective**

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Seeking a full time position as a marketing analyst utilizing analytical, problem solving, and organizational skills

### **Education**

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**University of Connecticut**, Storrs, CT

Bachelor of Science, Statistics, *May 20XX*

GPA: #.##/4.00

**Springfield Technical Community College**, Springfield, MA

Associate of Science in Business Administration, Management, *August 20XX*

GPA: #.##/4.00

### **Skills**

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SPSS; Microsoft Excel, PowerPoint, Word, Outlook; SAP; HTML; SQL; Adobe InDesign

### **Related Experience**

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**Reid Marketing & Advertising**, Manchester, CT

Marketing/Project Assistant, *March 20XX-Present*

- Analyze customer satisfaction survey with three colleagues and prepare quarterly reports for management
- Utilize InDesign to create mock marketing materials for presentations at corporate meetings
- Propose new marketing dashboard to increase effectiveness of data compilation and analysis
- Liaise with the sales department, supporting all marketing and advertising efforts
- Collaborate with marketing coordinator in evaluating all marketing and advertising materials for content management products and services

### **Additional Experience (financed 75% of education through employment)**

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**Webster Bank**, Springfield, MA

Customer Service Associate, *June 20XX-August 20XX*

- Assessed customer's prior financial history to suggest best personal loan or credit card plan, resulting in an 80 percent plan acceptance rate
- Guided customers during application for new credit cards or personal loans, ensuring thorough understanding of the process and requirements
- Utilized marketing dashboards in effectively analyzing customer needs and desired services
- Created and reviewed annual branch services satisfaction survey under the supervision of branch manager
- Prepared and presented annual customer projection report for credit card and personal loan applications

**Staples Headquarters**, Framingham, MA

Administrative Coordinator - Accounts, *December 20XX-February 20XX*

- Organized and maintained department's office supplies, subscriptions, staff schedules, and annual budget
- Compiled and proofread all written documents to streamline departmental resources
- Managed payroll system, including individual requests and timecards, for department of 50 staff
- Supervised up to three office assistants and performed annual performance reviews, having difficult conversations at times, which resulted in better employee performance

*(Over for another sample résumé)*