

Manny Marketing

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EDUCATION

La Salle University, Philadelphia, PA

Bachelor of Science in Business Administration

Expected May 20XX

Major: **Marketing** | Minor: **Entrepreneurship**

- GPA: **3.74** (Major)
- Awards: Founder's Scholarship, Dean's List Fall 20XX – Spring 20XX

RELEVANT EXPERIENCE

The College Pro Academy, Mobile

Founder

Feb. 2015 - Present

- Collaborate with members of the executive board to refine and implement strategic plans to best provide services to student athletes
- Visit high schools in Jamaica to educate student athletes on the intricacies of the college athletics recruitment process and what requirements need to be met in order to be recruited
- Recruit former student athlete volunteers to serve on the executive board
- Educate student athletes on how to best market themselves to University coaches during the recruitment process
- Provide around-the-clock individualized mentorship services for student athletes during the recruitment process and throughout their college career

Urban Affairs Coalition, Philadelphia, PA

Marketing Intern

Sept. 20XX – Dec. 20XX

- Managed Facebook, Twitter, Instagram, Snapchat, and Periscope accounts
- Created the #UAHIREPHILLY hashtag campaign that resulted in \$5,000 of donations in one week
- Drafted content and published weekly email newsletters sent to stakeholders
- Coordinated with office staff to assist with marketing projects such as "Help Us Hire Philly"

Bentley Truck Services, Philadelphia, PA

Marketing Intern

May 20XX – Aug. 20XX

- Managed the company website and social media accounts
- Recorded marketing campaigns' cost and return in Excel
- Created/designed new sales materials – brochures, handouts, magnets, and pens
- Utilized Google Analytics to track website and social media traffic

WORK EXPERIENCE

La Salle University Career Services, Philadelphia, PA

Student Worker/Marketing Intern

Sept. 20XX – Present

- Contact employers via phone and email to confirm job fair payment
- Schedule student career counseling appointments and input jobs into Symplicity
- Answer and route phone calls to appropriate staff member or campus office

LEADERSHIP & ACTIVITIES

American Marketing Association, Member, VP of Programs (Spring 20XX)

Fall 20XX – Present

- Coordinated and recommended campus speakers on various marketing topics (3/semester)

Alpha Alpha Alpha,

Panhellenic Delegate, Member

Fall 20XX – Present

- Liaise between Alpha Alpha Alpha and the Panhellenic Executive Council
- Report chapter activity including recruitment events and progress, community service, philanthropic efforts, questions, ideas, and input
- Follow current Women's Panhellenic Council Constitution, Bylaws, and Standing Rules