

SAMPLE RESUME

MARTIN MARKETING

Philadelphia, PA | Name@lasalle.edu | 123.456.7891 | LinkedIn Link

EDUCATION

La Salle University, Philadelphia, PA

Expected May 20XX

Bachelor of Science in Business Administration

Major: Marketing

Minor: Digital Arts

- GPA: **3.33**
- **Relevant Coursework:** Principles of Marketing, Public Speaking, Computer Applications for Business, Digital Marketing SEO, Digital Marketing Analytics, Marketing Management, Marketing Research, Digital Audio

ACADEMIC PROJECTS

La Salle University Business Fashion Show Event

December 20XX – April 20XX

Role: Event Organizer/Outreach

- Partnered with a team to plan and execute event logistics, timelines, and program structure for a fully organized fashion show.
- Recruited and coordinated university alumni as guest speakers to create networking opportunities for students, managing invitations and speaker communication.
- Served as an event emcee, delivering opening remarks, presenting key event details, and closing the program.

WORK EXPERIENCE

La Salle Digital Explorers Club, Philadelphia, PA

May 20XX – Present

Club Representative

- Plan, develop, and structure organized events on site at La Salle University
- Design, create and critique online posts for La Salle University online presence via Instagram
- Recruit and connect students to the club and encourage involvement with the University

Driftkidrax, Edgewater Park, NJ

October 20XX – January 20XX

Social Media Manager

- Reached over 400+ followers in peak activity
- Collaborated with “@hsk_club” a car enthusiast account with over 71K followers
- Analyzed viewer statistics to create, plan, and edit content of viewer interest

Glanzmann’s Thrombasthenia Research Foundation, Deptford, NJ

February 20XX – May 20XX

Search Engine Optimization Manager

- Reformed Google ads campaign to increase website traffic
- Manage keywords to increase relativity
- Present new plans to higher ups within the company
- Increase ad impressions by 63% and achieved CTR of 16%

SKILLS & CERTIFICATIONS

- **Microsoft Office:** Advanced: Word, PowerPoint, Excel, Adobe Premiere Pro & Photoshop
- **Social Media Content Management:** Instagram, YouTube, TikTok, DaVinci Resolve
- **Certifications:** Google Analytics 4