

Your Name

Oxford, MS | yourname@gmail.com | 662 – XXX – XXXX | LinkedIn URL

Summary or Headline or Targeted Objective:

Education:

The University of Mississippi University, MS May 20XX
Bachelor of Business Administration in
Cumulative GPA: 3.28 Major GPA: 3.52

Relevant coursework:

Research or Capstone Project(s):

Senior Management Project: “Communication and management of four generations in today’s workplace” – A guidebook for direct line managers and supervisors

Experience:

ABC Insurance Company Oxford, MS 20XX - Current

Marketing Developer

- Created a marketing plan for an insurance company with goals, strategies, tactics, and implementation timeframes
- Developed 2 campaigns for 2 highlighted services with an increase of service sales of 5% and 11%
- Created and generated social media platforms for the company, with a Facebook Fan Page and Twitter, with 867 Likes/368 visits and 1,126 Tweets/277 Followers/39 Favorites

Rebel Book Mart Oxford, MS 20XX – 2013

Merchandiser

- Designed 50+ print advertisements for new sales product promotion
- Initiated a program of seasonal product displays with a sales increase of 14% in the targeted products
- Implemented and administered SNAPfulfil, an inventory management software for this bookstore

Honors, Involvement, & Leadership:

Associated Student Body	University of Mississippi Student Senator	20XX – Current
Ole Miss Business Organization/Club	Director of Programming	20XX – Current
Dean’s Honor Roll	3.5 GPA	SP-SU-FALL 20XX
Service Organization	Volunteer	20XX – Current
Student Organization	Social Events Coordinator	20XX – Current
	Philanthropy Chair	20XX – Current

Skills:

Adobe Creative	Suite Enterprise Mobility Suite	Database Administration
Social Media Platforms	Proficiency in German	Microsoft Office Programs