

PREP YOUR PATH RESUME SAMPLE

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PROFILE

Recent college graduate with experience in consumer and sports marketing, sales, and public relations seeking a position in marketing. Demonstrated ability to develop and execute innovative programs to achieve results.

EDUCATION

Bucknell University Lewisburg, PA
Bachelor of Arts; Double Major in International Studies and Spanish 2015
Sigma Delta Pi National Collegiate Hispanic Honor Society (top 35% of the class)

University of Guadalajara Mexico
Immersion program with native Spanish speaking students Sept–Dec 2014

MARKETING EXPERIENCE

LeadDog Marketing Group, Intern New York, NY
Jan 2016 to Present

- Create and execute promotions for clients at live events using mobile marketing tours
- Pitched and acquired two new clients working as a business development team member
- Helped create a client presentation “The Benefits of Social Media in Today’s Business”

1050 ESPN Mike & Mike Talk-Radio Holiday Show, Administrative Assistant New York, NY
Dec 2015

- Promoted this live radio sports broadcast in Times Square to increase listenership

Time Inc., GOLF Magazine and Sports Illustrated, Marketing Intern New York, NY
June–Aug 2014

- Developed 12 client advertising proposals to acquire new business
- Prepared to launch a cutting-edge fantasy football application for Facebook

SALES EXPERIENCE

Nike Golf, Salesperson, USGA U.S. Open, Oakmont Country Club Oakmont, PA
June–Aug 2016

- Sold Nike Golf apparel in the merchandising tent, increasing sales vs. year ago by 20%

Callaway Golf, Demonstration Representative NY/CT Area
June–Aug 2011 to 2015

- Promoted and fitted new golf club products to members at 24 golf clubs
- Recommended sales and merchandising strategies to golf pros to increase product sales

PUBLIC RELATIONS EXPERIENCE

Time Inc., Money Magazine, Data Analytics Intern New York, NY
June–Aug 2010

- Compiled and analyzed press releases to raise awareness using the LexisNexis program

LEADERSHIP EXPERIENCE

Sigma Phi Epsilon, Fundraising Co–Chair, Eminent Correspondent, and Member Lewisburg, PA
2012–2015

- Raised over \$25,000 to benefit the Special Olympics by organizing two major events
- Coordinated all correspondence with the national headquarters and chapter alumni

YMCA, Volunteer Milton, PA
2012–2014

- Mentored at-risk youths ages 8–16 to help develop personal coping strategies

Computer Skills: Microsoft Office (Word, PowerPoint, Excel). Proficient in Spanish.
Sports enthusiast. Avid golfer and tennis player. Enjoy photography and travel.
LinkedIn: www.linkedin.com/in/acfinnegan.

Date: July 2016