

PREP YOUR PATH RESUME SAMPLE

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PROFILE

Recent college graduate and communication major with experience in business-to-business marketing, sports marketing, consumer services marketing, sales, customer service, and event planning. Seeking a position in sports marketing.

Sports marketing experience in the golf and soccer industries. Sports leadership experience as a Varsity Soccer Captain. Demonstrated ability to develop and lead business initiatives with excellence, deliver high-quality service, and work as a team member to achieve targeted results. Extensive knowledge of sports.

EDUCATION

University of Texas, San Antonio, TX (Dec 2016)

Bachelor of Arts in Communication; Concentration in Public Relations

Coursework: Marketing, Sports Marketing, Public Relations, Public Relations Campaign Planning, Technical Writing, Writing for Public Relations, Commercial Publications, Public Speaking, Business Speech, Intercultural Communication, Interpersonal Communication, Language and Communication Theory, Organization Behavior & Management

BUSINESS-TO-BUSINESS MARKETING

Select Energy Services, *Marketing Intern*, Houston, TX (May 2016–June 2016)

- Developed marketing programs for a leading provider of sustainable water and water-related activity solutions, and rental and construction services, for oil and gas operations (over 2000 employees and 400 customers)
Public Relations—Select Edition (employee newsletter – June 2016)
- Created original content by interviewing technology and financial management employees
- Wrote articles on: AquaView and AquaLogic (an innovative and proprietary technology that allows energy producers to operate safely, efficiently, and cost effectively); an updated accounting system; and an “Employee Spotlight” feature on new risk management strategies
Branding—Objectives & Strategies Development
- Collaborated with the marketing agency to evaluate marketing opportunities and materials, and logos
Social Media Marketing—LinkedIn
- Researched and implemented an innovative marketing opportunity to connect with followers

SPORTS MARKETING

Fair Oaks Country Club, *Player Services Representative*, Boerne, TX (Dec 2014–May 2015)

- Developed project management, multi-tasking, and customer service skills by organizing golf and catered events for over 200 members including the Ragin’ Cajun and Best Ball tournaments
- Managed golf cart inventory for two 18-hole championship courses and addressed member needs

Soccer Shots, *Sales Representative and Coach*, San Antonio, TX (June 2014–Dec 2014)

- Developed leadership skills by providing a safe and educational environment where children learn life-long skills including teamwork, sportsmanship, problem-solving, listening, and positive attitude
- Built and managed relationships with over 20 daycare facilities to promote new and existing soccer clinics
- Pitched the soccer program at daycare facilities and city parks to attract new clients

CONSUMER MARKETING

Aegis Life Safety, *Fire Alarm Technician*, Houston, TX (June 2010–June 2014; Summers and School Holiday Breaks)

- Developed organizational, time management, and communication skills by installing systems for over 100 clients in new and existing buildings, and guiding customers through the system interface
- Helped grow the company to become the #1 subcontractor for two of the largest contractors in Houston (Siemens and SimplexGrinnell)

Computer skills: Microsoft Office (Word, PowerPoint, Excel), InDesign, and Photoshop.

Graduated from Clear Brook High School, Houston, TX (2012)—Varsity Soccer, *Captain*.

Sports enthusiast; UTSA Club Soccer Team, *Member* (2013–2015).

LinkedIn: www.linkedin.com/in/acfinnegan.

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