

Toolkit: Marketing

Resume Sample

LU Rambler Name

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Creative and detail-oriented marketing major at Loyola University Chicago. Passionate about digital marketing and committed to delivering exceptional results. Experienced in social media content creation and skilled at collaborating effectively with team members. Determined, driven to perform, and motivated to succeed.

CORE SKILLS & COMPETENCIES

Social Media Marketing | PR | Marketing Research | Digital Analytics | Project Management
Written & Verbal Communication Skills | Microsoft Office Suite | Google Workspace | Adobe Photoshop

EDUCATION

Loyola University Chicago, Quinlan School of Business Expected Graduation: May 2024
Bachelor of Business Administration, Marketing GPA: 3.7/4.0
Recipient of the Loyola Scholarship Dean's List Fall 2021 – Spring 2022

WORK EXPERIENCE

Business Development Assistant – ABC Inc – Chicago, IL November 2021 – August 2022

- Supported business development and sales team members with data analysis and prospective client research
- Regularly reviewed and reconciled client project hours and billing in partnership with the accounting and operations teams
- Created client profiles and updated client records within the proprietary company software system

Swim Coach – XYZ Swimming Club – Chicago, IL Summers 2016 – 2021

- Collaborated with 5-8 other swim coaches and parent representatives to instruct over 180 children. Specialized in the instruction of children ages 6 and younger.
- Led the team to appear on the Summer Swim League leaderboard for 5 consecutive years

VOLUNTEER & EXTRACURRICULAR ACTIVITIES

Creator – My Own Jewelry Brand, Chicago, IL February 2019 – February 2020

- Launched a jewelry charity where 100% of the sales proceeds were donated to a K-12 school in Fiji
- Created, marketed, sold, and distributed traditional Fijian Jewelry providing funds to aid in building a library for the local district School

Assistant Choir Director – ABC Catholic Church, Chicago, IL 2016 – 2020

- Member – XYZ Choir Ensemble, Chicago, IL 2016 – 2020
- Performed with the National Festival Chorus at Carnegie Hall for the Manhattan Concert Productions' presentation of "Children of Peace"

Pro Tips

- Best Fonts:
Georgia,
Garamond,
Ariel, Helvetica,
Calibri
- Your physical address is no longer needed, city and state are sufficient
- Avoid using first person pronouns
- Send as a PDF unless requested in another format saved "Your Name - Resume - Month Year"
- One page is considered appropriate for college students and recent graduates

Toolkit: Marketing

Sample Interview Questions

- Tell me about yourself.
- Why are you interested in working for our company?
- Show how your top three strengths align with this work.
- Why marketing?
- How do you generate your marketing plans?
- What social media platforms are you familiar with? And how do you utilize them to enhance your own marketing brand?
- Tell me a time where you did not meet a deadline. How did you resolve the situation?
- How do you evaluate marketing campaigns?
- What do you consider the 3 most important aspects of a successful marketing campaign?
- Describe a time you created and managed a successful marketing campaign?
- Describe a marketing strategy that failed.
- How would you leverage data to inform your strategic marketing plans?
- What technology resources have you engaged to enhance your work?
- What are your top 3 favorite current marketing campaigns?
- Describe a time when you had to make a difficult decision about a marketing strategy?
- What programs are you familiar with, with regards to email marketing?
- Do you subscribe to a particular marketing belief or methodology?
- Why do you want to work for our marketing company?
- Are you familiar with our target market strategy? What would you do to enhance this strategy?
- Please share about your experience with diversity, equity and inclusion as well as your commitment to anti-racism efforts in a team setting.
- What do you believe are the biggest issues that might affect our business?
- How would you market our products if our company had a limited budget?
- Why should we hire you?

Professional Associations and Resources

Local and National Organizations:

- American Marketing Association (AMA) - Chicago Chapter
- Association of National Advertisers (ANA)
- Built in Chicago
- Business Marketing Association
- CADM (Chicago's Multichannel Response Marketing Community)
- Chicago Advertising Federation (CAF)
- Chicago Interactive Marketing Association (CIMA)
- Mobile Marketing Association
- 4A's Multicultural Advertising Internship Program (MAIP)
- Web Marketing Association
- Women in Research (WIRE)
- The One Club for Creativity

University Organizations:

- Alpha Kappa Psi
- Delta Sigma Pi
- Graduate Women in Business
- inQbate
- Loyola Limited
- Public Relations Student Society of America (PRSSA)

Skills

- SEO Marketing
- Client Presentations and Public Speaking
- Project Management
- Data Analysis
- Content Creation
- Digital and Social Media Management
- Mailchimp
- Marketo
- SQL & Database Query
- Microsoft Office Suite: Excel - Pivot Tables, Modeling, VLOOKUP
- Google Analytics
- Adobe Creative Suite (Photoshop, Illustrator, etc)
- Trello
- Hootsuite, Social Media Platform Management
- Hubspot
- Qualtrics
- Salesforce
- Tableau
- Google Adwords

