

Toolkit: Marketing

Sample Resume

LU Rambler

Chicago, IL · LU.Rambler@luc.edu · (312) 555-5555 · www.linkedin.com/lurambler

PROFILE

Intuitive, emerging marketing professional who enjoys utilizing a data-informed approach to create unique marketing campaigns. Thrives when managing multiple clients and projects. Able to create lasting stories that connect people to products.

CORE COMPETENCIES & SKILLS

SEO Marketing | Client Presentation and Public Speaking | Project Management | Data Analysis
Content Creation | Digital and Social Media Management | MailChimp & Marketo SQL & Database Query
Google Analytics | Adobe Creative Suite

EDUCATION

Loyola University Chicago, Quinlan School of Business Chicago, IL
Bachelor of Business Administration: Marketing Expected May 2022, GPA: 3.85
Relevant Coursework: Marketing Strategies, Consumer Behavior, Market and Consumer Surveys

PROFESSIONAL EXPERIENCE

Marketing Solutions Inc. Chicago, IL
Marketing Intern, Assistant to Senior Marketing Manager October 2020 – Present

- Create and design promotional visuals including Red Eye advertisements, flyers, and PowerPoint presentations to ensure brand consistency and new market exposure
- Support production content in conjunction with quarterly radio advertisements
- Oversee, execute and analyze weekly email blasts to recent patrons
- Contribute to weekly blogs of 500 words and currently have increased readership by 20%

Windy City Grill Chicago, IL
Server May 2016 – May 2018 (seasonal)

- Served an average of 50 customers a day, delivered orders while maintaining strong customer service and quick table turnover to increase business revenue
- Managed daily cash receipts averaging approximately \$1,000 in gratuities, determined appropriate share levels with other staff members and divided gratuities equitably

LEADERSHIP & VOLUNTEER EXPERIENCE

Delta Sigma Pi Chicago, IL
Marketing Chair October 2020 – Present

- Execute comprehensive marketing plans for all events, created promotional media and analyzed event outcomes
- Responsible for creating accurate social media posts via Twitter, Facebook, and LinkedIn, resulting in 8% increased content engagement for the office

PROFESSIONAL ASSOCIATIONS

American Marketing Association, Member October 2019 – Present

Pro Tips

- Best fonts: Ariel, Calibri, Helvetica, Garamond, Georgia
- Your physical address is no longer needed, city and state is sufficient
- Avoid using first person pronouns
- Send as a PDF unless requested in another format saved "Your Name - Resume"
- One page is considered appropriate for 1-10 years of experience

*Note - Some creative industries may welcome a more unique design or aesthetic in resumes; however, many of the systems which manage resumes and applications are still built to read text focused documents like the one above. Be mindful to limit design and consider the company to which you are applying.



Toolkit: Marketing

Sample Interview Questions

- Tell me about yourself.
- 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 marketing brand?
- Tell me about a time when you did not meet a deadline. How did you resolve the situation?
- How and when do you evaluate your marketing campaigns?
- What do you consider the 5 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 in regards to email marketing?
- Do you subscribe to a particular marketing belief or methodology?
- Why do you want to work for our marketing company?
- Why did you leave your last job or internship?
- Are you familiar with our target market strategy? What would you do to enhance this strategy?
- 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

- Alpha Kappa Psi (On-Campus)
- 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)
- Delta Sigma Pi (On-Campus)
- Graduate Women in Business (On-Campus)
- InQbate (On-Campus)
- Loyola Limited (On-Campus)
- Mobile Marketing Association
- 4A's Multicultural Advertising Internship Program (MAIP)
- Public Relations Student Society of America (PRSSA)
- Web Marketing Association
- Women in Research (WIRE)
- The One Club for Creativity

Skills

- SEO Marketing
- Client Presentation 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.)
- Wistia
- Trello
- Hootsuite, Social Media Platform Management
- Hubspot
- Qualtrics
- Salesforce
- Google Digital Garage
- Tableau
- Google Adwords
- Facebook Blueprint
- LinkedIn Learning
- Twitter Flight School

*Some of the above companies offer additional training certifications

