

# Marketing Resumes

*for undergraduate students*



**SAINT LOUIS UNIVERSITY**



**CAREER RESOURCES CENTER**

---

## Creating an Effective Resume

---

A resume is a written summary that highlights your education, experience, skills, and other relevant information. The primary purpose of the resume is to get you an interview. Employers often scan resumes very quickly (less than 1 minute). Therefore, it is important that your resume looks professional and dynamic.

### **Your Name**

Cell Phone | E-Mail Address

### **Objective**

An objective can include job title, industry, and competencies or skills you would like to use in your position.

### **Education**

**Saint Louis University – John Cook School of Business**, St. Louis, MO

Bachelor of Science in Marketing, Graduation Month and Year

Certificates, Minors, if applicable

Include GPA if it is over 3.0/4.0

### **Relevant Experience**

**Internship Title**, Dates when you worked

Name of Company, City, State

- Use phrases, starting each phrase with an action verb to grab reader's attention.
- Explain job duties including skills used and accomplishments.
- Start each bullet with an action verb

### **Employment History**

**Job Title**, Dates when you worked

Company Name, City, State

- Describe job duties including skills used and accomplishments.
- List all experience in reverse chronological order, starting with most recent.
- Start each bullet with an action verb

### **Additional Headings**

- On-campus Activities
- Leadership Experience
- Study Abroad
- Relevant Coursework
- Language Skills
- Honors / Awards
- Community Service / Volunteer Experience
- Computer Skills

### **General Tips**

- Be honest throughout your resume—never lie.
- Do not use a resume template or table to create your resume.
- Use 11 or 12-point size for text
- Limit your resume to one page
- Use indentations, capital letters, bolding, and bullets to effectively enhance important information
- Tailor resumes to specific positions or employers
- Never include references or the statement "References Available Upon Request"
- Never include personal information such as age, hobbies, interests, marital status
- Proofread! Let several people critique your resume

## Action Verb List

Leadership Skills	Communication Skills	Technical Skills	Admin Skills	Creative Skills	Financial Skills	Service Skills
Administered	Addressed	Analyzed	Approved	Acted	Accounted	Collaborated
Analyzed	Advised	Adjusted	Arranged	Composed	Administered	Contracted
Anticipated	Arbitrated	Aligned	Catalogued	Conceived	Allocated	Coordinated
Assessed	Arranged	Calculated	Classified	Conceptualized	Analyzed	Counseled
Assigned	Assembled	Catalogued	Collected	Created	Appraised	Corrected
Attained	Authored	Compiled	Compiled	Designed	Audited	Demonstrated
Chaired	Bargained	Computed	Corresponded	Developed	Balanced	Encouraged
Contracted	Clarified	Critiqued	Dispatched	Directed	Budgeted	Evaluated
Consolidated	Collaborated	Created	Executed	Established	Calculated	Facilitated
Coordinated	Connected	Detailed	Generated	Fashioned	Comparing	Guided
Conducted	Contributed	Drafted	Implemented	Founded	Compiling	Integrated
Delegated	Coordinated	Designed	Inspected	Illustrated	Computed	Led
Developed	Corresponded	Devised	Monitored	Integrated	Correlated	Listened
Directed	Defined	Diagnosed	Operated	Introduced	Equated	Purchased
Empowered	Developed	Engineered	Organized	Invented	Examined	Repaired
Enabled	Directed	Evaluated	Prepared	Originated	Forecasted	<b>Public Relations</b>
Executed	Drafted	Examined	Processed	Performed	Formulated	
Hired	Edited	Extracted	Purchased	Planned	Leveraged	Collaborated
Improved	Explained	Formulated	Recorded	Revitalized	Managed	Communicated
Increased	Influenced	Financed	Retrieved	Shaped	Maximized	Conducted
Initiated	Integrated	Identified	Specified	Translated	Planned	Consulted
Measured	Interviewed	Maintained	Validated	Projected	Processed	Convinced
Modeled	Lectured	Measured	Recorded	Recognized	<b>Selling Skills</b>	Created
Negotiated	Listened	Operated	Reduced	Reconciled		Demonstrated
Overhauled	Mediated	Organized	Reported		Advised	Endorsed
Oversaw	Moderated	Programmed	Verified		Asked	Entertained
Planned	Motivated	Refined	Collaborated		Calculated	Hosted
Prioritized	Negotiated	Repaired	Collated		Closed	Informed
Produced	Organized	Reviewed	Computed		Communicated	Interviewed
Recommended	Persuaded	Restructured	Developed		Compared	Performed
Regulated	Promoted	Revised	Evaluated		Contacted	Planned
Reinforced	Publicized	Solved	Examined		Contracted	Promoted
Restructured	Presented	Summarized	Followed		Convinced	Recruited
Reviewed	Proposed		Improved		Differentiated	Represented
Scheduled	Read		Recommended		Influenced	Researched
Strengthened	Reconciled		Sorted		Informed	Taught
Supervised	Translated		Systemized		Inspected	
Verified	Updated		Wrote		Planned	

# Firstname Lastname

City, State Zip | Cell Phone | E-Mail

---

## PROFILE

A detail-oriented, organized Marketing Professional with excellent communication skills and the ability to handle multiple projects and work under tight deadlines. Eager to translate solid classroom and analytical knowledge into a market research position in the financial services industry. Fluent in Spanish.

## EDUCATION

**Saint Louis University – John Cook School of Business** St. Louis, MO  
Bachelor of Science in Marketing and International Business May 2018  
Business GPA: 3.58/4.00

## STUDY ABROAD

**Global Emerging Markets Field Study** Panama City, Panama January 2017  
**Saint Louis University**, Madrid, Spain Spring 2016

## PROFESSIONAL EXPERIENCE

**Marketing Intern** Summer 2017  
The Promotion Network Dallas, TX

- Collaborated with professional artists to create over 15 project boards
- Assisted marketing executives with design and consistently contributed new ideas and concepts to integrated market plan
- Performed thorough research of competitive markets and played integral role in launching initiatives that successfully introduced new mobile device to market share

## ADDITIONAL WORK EXPERIENCE

**Nanny** 2015 – Present  
Self-Employed St. Louis, MO

- Provided exceptional care for a ten-year-old child
- Assisted in academic development through after school tutoring

**Camp Assistant** Summer 2014  
Brady Center Dallas, TX

- Managed summer camp for 100 underprivileged children geared to teaching reading and writing skills
- Coordinated field trips and planned activities to entertain the children
- Shadowed Director of Camp and gained expertise in program coordination and event planning

## ACTIVITIES/VOLUNTEER EXPERIENCE

American Marketing Association 2015 – Present

- Vice President of Programming, 2016 – Present

Zeta Tau Alpha Fraternity 2014 – Present

# Firstname Lastname

City, State Zip

Cell Phone

E-mail

---

## OBJECTIVE

To obtain an internship position with a marketing company using knowledge of sales strategies, interpersonal skills, and creativity.

## EDUCATION

**Saint Louis University** – John Cook School of Business

St. Louis, MO

Bachelor of Science in Marketing

December 2018

Minor in Visual Communication

Minor in Service Leadership (200 service hours, 12 leadership workshops, 15 credit hours)

GPA: 3.22 / 4.00

## STUDY ABROAD

**John Felice Rome Center** – Loyola University of Chicago, Rome, Italy

Fall 2016

## RELATED EXPERIENCE

**Marketing Intern**

Summer 2016

KMOX 1120 AM

St. Louis, MO

- Collaborated in every phase of station marketing and promotions from concept generation to execution
- Scripted live and recorded promotional and public service announcements for national on-air use
- Carried out details of station community initiatives and sponsorship agreements including booth design, prize, packages, and register-to-win material, website posting, point-of-purchase (POP) materials
- Prepared contesting, event-related, and departmental documents, such as prize sheets, agendas, remote forms, and staff memos
- Responded to listener inquires and provided assistance and information to station contest winners
- Researched and prepared department for Student of Achievement program including calling more than 80 schools in the Metro Area

## LEADERSHIP ACTIVITIES / HONORS

American Marketing Association, St. Louis, MO

2015 – Present

President, 2065 – Present

- Contributed to the overall mission of AMA; to create an opportunity for peers to practice marketing skills and maintain involvement.
- Organized project committees to redesign and update marketing brochures.
- Created agenda and lead bi-monthly meetings to coordinate events.
- Secured feature speakers interested in helping collegiate students develop a more rich understanding of the marketing field and help create opportunities to network

Delta Gamma Sorority

2015 – Present

Business School Ambassador

2015 – Present

Dean's List

3 Semesters