

MARKETING RESUMES

for Undergraduate Business Students

SAINT LOUIS UNIVERSITY

John Cook School *of* Business

Career Resources Center

Creating a “Results” 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. Therefore, it is imperative that your resume looks professional and dynamic.

Your Name

Street Address | City, State Zip | Phone Number | 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 Business Administration, Graduation Month and Year
Concentration (Certificates, Minors or Supporting Area, 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.

Employment History:

Job Title, Dates when you worked

Company Name, City, State

- Describe job duties and accomplishments.
- List all experience in reverse chronological order, starting with most recent.

Additional Headings:

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

General Tips:

- Keep in mind that an employer will typically scan a resume for 1 minute or less.
- Be honest throughout your resume—never lie.
- Do not use a resume template or table to create your resume.
- Type the resume in Arial or Times New Roman in 11 or 12-point size for text
- Limit your resume to one page for traditional students
- 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
- Generally include a cover letter with your resume
- Proofread! Let several people (including Career Services staff) 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	Public Relations
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	Selling Skills	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

Street Address | 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 Business Administration May 2014
Concentrations: Marketing and International Business
Business GPA: 3.58/4.00

STUDY ABROAD

Global Emerging Markets Field Study Panama City, Panama January 2014
Saint Louis University, Madrid, Spain Spring 2012

PROFESSIONAL EXPERIENCE

Marketing Intern Summer 2013
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 2011 – 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 2011
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 2011 – Present

- Vice President of Programming, 2013 – Present

Zeta Tau Alpha Fraternity 2010 – Present

Firstname Lastname

Permanent Address:

Street Address
City, State Zip
Cell Phone

School Address:

Street Address
City, State Zip
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
Bachelor of Science in Business Administration
Concentration in Marketing
Service Leadership Program (300 service hours, 24 leadership workshops, 15 credit hours)
GPA: 3.22 / 4.00

St. Louis, MO
December 2014

STUDY ABROAD

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

Fall 2012

RELATED EXPERIENCE

Marketing Intern
KMOX 1120 AM

Summer 2013
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
President, 2013 – Present

2012 – 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
- Business School Ambassador

2012 – Present

Delta Gamma Sorority

2011 – Present

SLU 101 Freshman Orientation Leader

Fall 2013

Dean's List

3 Semesters