

FIRST LAST

New York, NY | P: +44 123456789 | first.last@resumeworded.com

EDUCATION

RESUME WORDED UNIVERSITY

Bachelor of Business Management

Major in Marketing; Minor in Psychology

Cumulative GPA: 3.93/4.0; Dean's List 2015-2016

Relevant Coursework: Persuasion, Social Media Networks, Digital Marketing, Business Management

Boston, MA

Expected May 2022

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Study Abroad Program in International Business and Globalization

New York, NY

Jul 2018 - Jul 2019

WORK EXPERIENCE

RESUME WORDED & CO. (8 employee venture-backed recruitment startup)

Digital Marketing Intern

New York, NY

Jun 2021 – Sep 2021

- Developed an Excel macro and standardized reporting templates, resulting in efficient data collection and a 35% reduction in turnaround time
- Wrote 12 articles on consumer psychology and entrepreneurship, generating 25,000 page views, 4,000 re-tweets, and 3,500 newsletter subscribers
- Re-designed website and developed social media marketing plan; increased total membership by 28% and social media followers by 17%

GROWTHSI

Data Analyst Intern

New York, NY

Jun 2020 – Sep 2020

- Generated 12,000 unique users, 30,000 page views, and 2000+ newsletter signups in 3 weeks by successfully leveraging social media advertising (Facebook and Instagram)
- Collaborated with developers and product management team to assess project outcomes and prioritize future app features

VOLUNTEERING & UNIVERSITY PROJECTS

COMMUNITY PROJECT

Feb 2020

- Organized and conducted monthly meetings with city council executives and other community leaders to raise funds for city recycling initiative
- Generated 50+ donors organically through Twitter, TikTok and Facebook; posted creative videos

BUSINESS MANAGEMENT PROJECT

Jan 2020

- Conducted survey and quantitative analysis to understand customer sentiment and purchasing trends; presented recommendations to Senior Consultant at McKinsey & Co.

ACTIVITIES

RESUME WORDED FINANCE SOCIETY

Head of Events

Boston, MA

Sep 2020 – Present

- Founded the first ever Business Series to organize finance training for 500 students
- Advertised 10+ quarterly networking events on social media; grew group to 400 members

RWU TENNIS SOCIETY

Committee Member

Boston, MA

Jan 2020 – Present

- Managed the launch of new booking system to improve organization of events; system now used across university

ADDITIONAL

Technical Skills: Software Development Life Cycle (SDLC), Microsoft Project, SQL; Proficient in MATLAB, Python, Excel

Languages: Fluent in French, English; Conversational Proficiency in Italian, German

Certifications & Training: Online Course in Project Management (Coursera), Passed Resume Worded examinations