

Resume Sample: Administration major with Marketing Concentration

LAURA COYOTE

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EDUCATION

California State University, San Bernardino (CSUSB)

Bachelor of Arts in Administration; Concentration in Marketing
GPA: 3.8

San Bernardino, CA
Expected: June 2024

MARKETING EXPERIENCE

The Little Gallery of San Bernardino

Marketing Intern

San Bernardino, CA
May 2020 - Present

- ❖ Manage email list using Microsoft Office Outlook and help guests with gallery questions
- ❖ Collaborate with Marketing Director to create press releases and distribute them in a timely manner
- ❖ Created social media campaigns to promote gallery events leading to a 25% increase in attendance

American Marketing Association, CSUSB

Event Coordinator

San Bernardino, CA
January 2020 - Present

- ❖ Coordinate with executive members to create and prepare events
- ❖ Collaborate with other clubs on campus
- ❖ Attend and moderate meetings
- ❖ Perform all legal duties assigned by the president

5DLIGHT INC

Social Media Marketing Intern

Ontario, CA
March 2020 - May 2020

- ❖ Worked with team members to produce professional content for social media (i.e. Instagram, Facebook)
- ❖ Produced daily social media posts to advertise services and interacted with followers
- ❖ Built connections with influencers to broadcast brand and raise awareness of services

LEADERSHIP

Career Club, CSUSB

Secretary

San Bernardino, CA
March 2020 - Present

- ❖ Prepare agenda for upcoming meetings and take meeting notes
- ❖ Regulate the Club's assigned mailbox and distribute mail
- ❖ Maintain records of contacts and read, reply, and correspond promptly to inquiries

OTHER EXPERIENCE

Jessie Turner Health & Fitness Community Center

Community Services Assistant

Fontana, CA
January 2020 - March 2020

- ❖ Created and planned activities for children to participate in
- ❖ Helped other members of the community center with general questions
- ❖ Handled private documents and responded to emails

SKILLS

- ❖ Proficient with Microsoft Office Suite, Photoshop, Canva, and Hubspot software
- ❖ Languages: Spanish (read, write, speak)