

# **Sample: Business Major**

## **Andrea Kim**

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<b>EDUCATION</b>	University of Illinois at Chicago (UIC), Chicago IL <b>Bachelor of Science in Marketing</b> , Major GPA 3.4/4.0	<i>May 2017</i>
<b>COURSE PROJECT</b>	<b>Strategic Marketing Planning and Management</b> <i>Rand McNally Publisher Project</i> <ul style="list-style-type: none"><li>• Collaborated with a group to develop a strategic marketing plan for an educational publisher to maximize their digital textbook sales opportunity</li><li>• Analyzed the existing market and developed a three-year plan including strategies and tactics to grow their market share by expanding the target market</li></ul>	<i>Fall 2016</i>
<b>RELATED EXPERIENCE</b>	<b>Marketing, Inc.</b> , Chicago, IL <i>Marketing Intern</i> <ul style="list-style-type: none"><li>• Assisted with fielding qualitative and quantitative market research projects; analyzed and summarized results to inform business strategy. Projects included a series of focus groups with teens, and a survey using Qualtrics survey software</li><li>• Drafted e-mails and press releases to promote new product launches for clients</li><li>• Developed and maintained a database of media contacts using Excel</li></ul> <b>American Marketing Association</b> , UIC, Chicago, IL <i>Vice President (April 2015-Present)</i> <ul style="list-style-type: none"><li>• Assist President in overseeing and managing \$2,700 budget</li><li>• Collaborate with members to implement new educational and fundraising events, such as a Dog Wash modeled on traditional car washes that netted over \$900</li><li>• Secure marketing-related speakers and manage all logistics for monthly meetings</li></ul> <i>Director of Member Relations (April 2015-April 2016)</i> <ul style="list-style-type: none"><li>• Created and implemented a new marketing-related social event, leading to recruitment of 20 new general members and increasing membership by 40%</li></ul>	<i>June-August 2016</i>  <i>April 2015-Present</i>
<b>ADDITIONAL EXPERIENCE</b>	<b>Bay Bank</b> , Chicago, IL <i>Customer Service Representative/Loan Operations</i> <ul style="list-style-type: none"><li>• Promoted from Customer Service Representative to Loan Operations Personnel</li><li>• Provided professional service to internal and external customers in a fast-paced environment by resolving routine problems and answering customer questions</li><li>• Balanced and verified content of cash drawer daily, averaging net worth of \$12,000 daily</li><li>• Recognized by supervisor as satisfying and exceeding office requirements</li></ul> <b>Java Coffee Shop</b> , Palatine, IL <i>Supervisor/Barista</i> <ul style="list-style-type: none"><li>• Managed up to 4 employees per shift and ensured all tasks were completed on time</li></ul>	<i>June 2014-May 2016</i>  <i>August 2011-January 2014</i>
<b>SKILLS</b>	<i>Social Media</i> : Proficient in marketing through Twitter, Facebook pages, and Pinterest <i>Computer</i> : Adobe Photoshop, Microsoft Publisher, PowerPoint, Word, Excel, Qualtrics <i>Language</i> : Working knowledge of Korean	