

GENERAL RESUME EXAMPLE



Sample Name

Tyler, TX 75799

(555)555-5555

sname@gmail.com

SUMMARY

Ambitious business graduate with experience in digital marketing and content creation. Eager to apply strong communication and analytical skills to contribute to a forward-thinking marketing team.

SKILLS

Market Research

Database Management

Communication

Sales Strategies

Public Relations

Digital Media

Copy Editing

Photoshop

Social Media Management

EDUCATION

Bachelor of Business Administration Expected: May 2026

Minor: Marketing

The University of Texas at Tyler, Tyler, TX

EXPERIENCE

Markets Plus, Dallas, Texas, 2022-Present

Marketing Assistant

- Creates marketing flyers and brochures that enhance customer engagement
- Designs and maintains website content which has increased website traffic by 10%

Office Assistant

- Tracked and maintained all sales within new product division
- Provided exceptional customer service by promptly responding to phone inquiries and addressing customer concerns

Top Designs, Longview, Texas, 2021-2022

Sales Associate

- Developed marketing strategies to increase customer clientele
- Created promotional ideas, increased sales by 30%
- Trained and mentored new associates, providing guidance on sales techniques, product knowledge, and store policies.
- Tracked client appointments and new product sales

COMMUNITY AND PROFESSIONAL AFFILIATIONS

Member, American Marketing Association, 2015

Secretary, Women in Marketing, 2014

Volunteer, Second Harvest Food Bank, 2014