**JOHN SMITH**

Boulder, CO 80302

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**EDUCATION**

**UNIVERSITY OF COLORADO AT BOULDER-*Leeds School of Business*** Graduating May 2015

Bachelor of Science in Business Administration with an emphasis in Marketing

Minor in Economics, Certificate in Socially Responsible Enterprise

3.51 Cumulative GPA

**EXPERIENCE**

**Otis Elevator Company,** Englewood, CO May 2014-August 2014

*Western Regional Sales Intern*

* Worked with both internal teammates and external customers in 18 branches across the Western US to improve operational efficiency, strengthen customer relations, and increase revenue
* Initiated a regional sales mailer campaign aimed towards an untapped customer base, resulting in an 11% hit rate and $33,000 in organic revenue over 3 months
* Proactively coordinated a customer survey response process, resulting in a 45% improvement in response times and accomplishment of internal response goals
* Developed a dashboard in Excel to summarize a live 60+ page report, ultimately sent to 18 branches weekly in support of over 90 users

**Sportwaves Unlimited,** Lafayette, CO June 2013-August 2013

*Marketing Intern*

* Launched new product line to expand customer base through direct dealer relationships
* Developed targeted dealer list and strategized outreach tactics; personally worked with more than 30 dealers to arrange partnership agreements
* Implemented marketing strategies including personal selling, direct mailing, email marketing, and social media outreach
* Redeveloped existing products and marketing collateral to appeal to a broader client base

**Davis Phinney Foundation,** Boulder, CO May 2013-August 2013

*Victory Crew Intern-Grassroots Fundraising Division*

* Motivated Foundation’s individual fundraisers to reach and exceed their fundraising goals through incentive program and encouraging communications
* Aided in the planning and execution of company sponsored events, including top fundraiser banquets and galas
* Represented the Foundation at promotions and events by spreading the Foundation’s mission and resources to increase awareness
* Managed social media through Facebook and Twitter promotions, increasing “likes” and followers by 7.4% and 11%, respectively

**SKILLS**

* Highly proficient in Microsoft Excel, proficient in Word, PowerPoint, and Outlook
* Social media platforms including Twitter, Facebook, Hootsuite, and Instagram; demonstrated knowledge of marketing uses and data analytics

**ADDITIONAL INFORMATION**

* Employed as a Teaching Assistant in a Leeds Excel class
* Placed top three out of 50 teams in a semester-long business plan competition within Leeds
* Participation as a mentor to incoming freshmen at Leeds (Peer to Peer program)

**PERSONAL INFORMATION**

* Interests include golf, baseball, soccer, fishing, biathlon, cycling, and travel