

## Market Ing Alumni

PRESENT ADDRESS  
123 Promotions Way  
Mountain View, CA 12345

market.ing.alumni@gmail.com  
000-000-0000

PERMANENT ADDRESS  
456 Advertising Drive  
Westminster, CO 80218

### MARKETING EXPERIENCE

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#### Product Marketing Manager

Google

Oct. 20XX-Present  
Mountain View, CA

- Collaborate with the display marketing team to develop customer segmentation models and scaled marketing campaigns
- Collect and analyze data to deliver insights that optimize Google's marketing efforts and drive key decisions
- Test new marketing programs to measure global impact; adjust tactics based on campaign effectiveness
- Design and execute integrated marketing campaigns to drive product adoption, user acquisition and mobile engagement
- Coordinate lead flow between marketing, sales and product teams, including closed loop reporting to determine ROI
- Execute sophisticated quantitative analyses (internal and external) to translate data into actionable insights.
- Develop segmentation models, prioritization and multi-touch contact strategies through customer insights and data analysis
- Drove revenue growth of 26% through scaled campaigns

#### Marketing Intern

Texas Department of Transportation

May 2008-Aug. 2008  
Denver, CO

- Designed marketing campaign to increase applicant numbers for Texas Department of Transportation positions
- Screened at least 40 applicants daily for appropriate job qualifications
- Retrieved unemployment claims, collected confidential customer information, and conducted daily log entries

### PROJECT EXPERIENCE

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#### Marketing 4920: Open for Business

Barbara's Floral

Jan.-May 20XX  
Denver, CO

- Collaborated with a team of 6 to design a marketing campaign for Barbara's Floral, a local community business
- Launched a social media campaign that increased sales by 36%
- Revamped company website to make it more visually appealing and user friendly

### CUSTOMER SERVICE EXPERIENCE

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#### Server

Ruby Tuesday

Aug. 20XX - Sept. 20XX  
Greeley, CO; Westminster, CO

- Provided excellent customer service to 50+ patrons per shift in a fast-paced, time-intense environment
- Managed financial transactions totaling up to \$2000
- Trained 14 new employees on business operations
- Successfully and consistently up-sold desserts, appetizers, and special promotions; won up-selling contest 4 times

#### Assistant Store Manager

Bath and Body Works

Aug. 20XX – Dec. 20XX  
Denver, CO

- Exceeded \$2500 weekly sales quota, targeted customer behavior to increase sales
- Assigned and oversaw duties of 6 employees daily, maintained order of store
- Conducted opening and closing procedures, exemplified reliability and punctuality

### EDUCATION

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University of Denver, Denver, CO

*Bachelor of Science in Marketing, Spanish Minor*

May 20XX

Major GPA: 3.87/4.00, Overall GPA: 3.65/4.00; Dean's List

*Related Coursework:* Service Marketing, Sales Force Strategy & Management, Consumer Buyer Behavior

University of Northern Colorado, Greeley, CO

Aug. 20XX- May 20XX

### CAMPUS & COMMUNITY INVOLVEMENT

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ESOL Service Learning, Spanish Tutor

Sigma Sigma Sigma Sorority, Member

Aug. 20XX- Present  
April 20XX- May 20XX

### SKILLS

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**Language Skills:** Conversational Spanish, skilled in written Spanish

**Computer Skills:** Proficient in Bloomberg terminal, Microsoft Office Suite, Basic knowledge of Microsoft Access