

# Marketing Resume

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*Seeking a position as a*  
**MARKETING ASSOCIATE**

## HIGHLIGHTS

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- Direct marketing experience conducting and compiling statistical analysis of primary data researched
- Creates strategic marketing plans; Develops marketing materials consisting of reports, survey instruments and moderator's guides
- Presents research findings to clients; Offers recommendations based on collected data
- Conceptual planning, content management and layout development of client website; Partnered with graphic designer
- Strong communication skills; Successfully works with individuals from diverse populations and backgrounds
- Proficient in Microsoft Windows, Word, PowerPoint, Excel, Outlook, and SPSS

## MARKETING EXPERIENCE

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### Marketing Manager

May 2007-Present

Market Direct, Marshall, MN

- Conceptualized the development and launch of an e-commerce driven consumer Internet based shopping website offering a range of retail products and services.
- Achieved a 25% increase in traffic each year
- Independently manage all aspects of business and site maintenance.

### Account Executive

Sept 2008 to Present

Southwest Marketing Advisory Center (SMAC), Marshall, MN

*SMAC conducts marketing research for local, regional and nationally based organizations completing over 250 client projects within its six years of service.*

- Worked closely with clients seeking to increase market share; compiled statistical analysis of data
- Conducted in-depth phone interviews in order to collect information about seaports
- Performed extensive secondary research on non-profit organizations nationwide

## EXPERIENCE

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### Customer Service Representative

2007-2008

USBancorp, Marshall, MN

- Processed customer service requests and provided conflict resolution; Supervisor rated my performance as outstanding on every review
- Consistently exceeded individual goal of customer satisfaction ratings demonstrated through the customer needs assessments and quality service questionnaires

## EDUCATION

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### Bachelor of Science, Marketing and Business Management

Southwest Minnesota State University (SMSU), Marshall, MN

Graduation December 2010, **GPA 3.75**, *Dean's List all Semesters*

### Marketing Research Projects

- Conducted a case study on National and International markets to determine the feasibility of import and export operations focusing on brand awareness, advertising strategies, and target marketing
- Conducted a case study on Microsoft Corporation vs. Netscape to determine the ethical sale and marketing of Internet browser.