

Sarah Martinez

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OBJECTIVE

To secure an internship in marketing

EDUCATION

SUNY Buffalo State University

Bachelor of Science in Business Administration, December 20XX

Concentration: **Marketing**

Major GPA: 3.5/4.0, Dean's List

RELATED COURSEWORK

Marketing on the Internet

Advertising Concepts and Practices

Consumer Behavior

Advertising Campaign Management

Marketing Research

MARKETING PROJECT

Salvation Army - Buffalo, New York

20XX

- Created a marketing campaign "Start the Spark" to increase holiday fundraising volunteers
- Developed social media outreach to target specific demographics
- Presented the campaign design to Salvation Army representatives

RELATED WORK EXPERIENCE

Sales Lead, Foot Locker Co. - Amherst, New York

20XX – 20XX

- Promoted to Sales Lead after starting in customer service
- Ensured welcoming environment and served as first point of contact for customers
- Managed daily operations including servicing customers and troubleshooting issues
- Implemented special merchandise promotions and created pricing displays for monthly sales
- Trained and supervised retail sales team members and participated in hiring new employees
- Monitored and insured accurate merchandise inventory and prepared monthly sales reports

SKILLS

Social Media: Twitter, Facebook, LinkedIn, Snapchat, Instagram, Hootsuite, Tumblr

Computer: Microsoft Office, WordPress

Language: Fluent in Spanish, basic knowledge of French

COMMUNITY SERVICE

Site Leader, Alternative Break Program, SUNY Buffalo State University

20XX - Present

- Locate and contact potential community partners for site visits
- Recruit volunteers for spring break trip through promotion on social media
- Participated in trip to Detroit, Michigan, March 20XX

ADDITIONAL EXPERIENCE

Store Front Employee, Tim Hortons, Amherst, New York

20XX - Present

- Train and coach new and current employees in all store front positions

Cook, Pizza Hut, Amherst, New York

20XX – 20XX

- Awarded Employee of the Month 11/XX