

YOUR NAME

Address
(555) - 555 - 5555
Abc123@pitt.edu

EDUCATION

University of Pittsburgh, College of Business Administration Pittsburgh, PA
Bachelor of Science in Business Administration May 2023
Major: Marketing
University of Pittsburgh, The Department of Hispanic Languages and Literatures Pittsburgh, PA
Minor: Spanish August 2019-Present
GPA: 3.4

COURSEWORK

Introduction to Marketing, Marketing Research, Public Relations Management, Projects in Marketing, Spanish – Conversation, Spanish – Grammar and Composition

CERTIFICATES

Digital Marketing Institute Certification of Completion

RELEVANT EXPERIENCE

The Humane Society of the United States Buffalo, NY
Marketing and Communications Intern April 2022-Present

- Manage social media accounts for the Buffalo location with over 15,000 followers combined by creating and coordinating posts on Facebook, Instagram, YouTube, and Twitter
- Support marketing efforts for fundraising events via branding, digital advertisement design, and SEO research
- Create content for weekly emails, newsletters, and blog posts showcasing relevant events, programs, updates, and educational information
- Helped devise a new marketing strategy for the website to attract more donors and to create more awareness

National Hispanic Institute Philadelphia, PA
Program Coordinator Intern June 2021-August 2021

- Collaborated with others on the Program Team to establish the program and events calendar for 2022
- Provided on-site assistance with set up and coordination of internal and external parties during events
- Maintained and pursued new relationships and opportunities related to creating new programs and events
- Assisted the Program Director in developing and managing various efforts related to programming

LEADERSHIP AND ACTIVITIES

Roberto Clemente Multicultural Business Association Pittsburgh, PA
President August 2021-Present

- Host events for 150 members, handle corporate relations with external sponsors, and formulate the agendas for and direct activities of the Executive Board
- Organize the annual networking event, working closely with financial services alumni to raise \$15,000 for programming and professional development resources

Society for International Business Pittsburgh, PA
Event Coordinator September 2020-May 2021

- Planned and coordinated international resume workshops and monthly speaker events with eight international companies, including Eagle Star, Covestro, and KPMG
- Recorded event attendance throughout the year for over 200 members using Excel

American Marketing Association Pittsburgh, PA
Active member September 2019-Present

- Participate in weekly chapter meetings, monthly speaker and networking events, and on-campus events