

# ADAM STUDENT

## CURRENT ADDRESS

888 State St  
La Crosse, WI 54601  
(000) 000-000 (Cell Phone)  
Student.adam@students.uwlax.edu

## PERMANENT ADDRESS

9999 Lansing Drive  
La Crescent, MN 58759  
(000) 000-0000  
Adam.student@hotmail.com

---

## Academic Background

**Bachelor of Science** College of Business Administration – **December 20XX**  
**University of Wisconsin – La Crosse**, La Crosse, WI  
**Major: Marketing & Spanish**  
Cumulative GPA: **3.56** Dean's List – 5 semesters

## International Experience

**Advanced proficiency Spanish language:** speaking, reading, writing and comprehension

**Study Abroad: Universitas Castellae**, Valladolid, Spain, Fall 20XX

- Completed all coursework in Spanish including Translation, International Business, Literature, and Hispanic Culture
- Traveled throughout Europe & North Africa: Spain, France, Italy, Portugal, Canary Islands & Morocco

## Marketing Experience

**Marketing/PR Intern, ABC Group, La Crosse, WI September 20XX - present**

- Write creative copy for use in e-commerce on the web page, internal newsletters and TV advertising
- Create events to promote products and engage media representatives to test product initiatives
- Collaborate and assist sales team in successful sales strategies and prospecting

**Marketing Research Intern, Flint International, Milwaukee, WI, January 20XX**

- Researched competitors and distributors websites looking for the Apples International name to see if it is used with the proper copyright registration.

## Marketing & Research Projects

- **Quad Cities Newspaper Project** - a quantitative and qualitative research project analyzing the current market trends and recommendations for place, price and advertising methods.
- **Walworth Police Department Project** – designed and created a complete budget and marketing plan in the service industry including press releases, and print advertising.
- **Office of International Education** – evaluated and surveyed employers about the importance of a international internship experiences.
- **Badger Bank Project** – a survey and SPSS analysis of Badger Bank members and their preferred credit card rewards.

## Collegiate Involvement

- **American Marketing Association (AMA)**
  - Communications Director: Created promotional materials for events and meetings. Developed and wrote a quarterly newsletter. Utilized social networking sites(LinkedIn & Facebook) to communicate with members and alumni.
- **Spanish Club**
- **American Red Cross Volunteer**

## Employment

**Server, Hunan's Restaurant, La Crosse, WI, 20XX-present**

- Developing strong customer service and problem-solving skills
- Train new employees on policies and procedures

**Lifeguard, Erickson Pool (City of La Crosse), La Crosse, WI, 20XX-20XX (Summers)**

## REFERENCES FOR ADAM STUDENT

**Ashley French**  
**Supervisor**  
**ABC Group**  
(000) 000-0000  
ashley@abc.com

**Melissa Brady**  
**Marketing Director**  
**Flint International**  
(000) 000-0000  
[m.brady@flint.com](mailto:m.brady@flint.com)

**Stephen Brokaw, Ph.D.**  
**Professor and Chair of Marketing**  
**University of Wisconsin – La Crosse**  
(608) 785-6753  
brokaw.step@uwlax.edu

**Houa Nygyen**  
**Manager**  
**Hunan's Restaurant**  
(000) 000-000