

JOHN PETERS

405 Angell Hall • 422 N. 14th Street • La Crosse, WI 54601 • peters.john@uwlax.edu • 920-555-5555

OBJECTIVE

To secure an internship where I can provide my market research knowledge and experience

EDUCATION

University of Wisconsin-La Crosse, La Crosse, WI

Bachelor of Science, May 20XX

- Major: **Marketing**
- Minor: **Psychology**
- Major GPA: 3.6, Cumulative GPA: 3.3

Vietnam Study Abroad Program, January Term 20XX

MARKET RESEARCH RELATED COURSEWORK AND SKILLS

- **Coursework:**
 - **Completed:** Buyer Behavior, Business Research and Economics Communication
 - **In Progress:** Market Research, Behavior and Theory in Organization, Research Methods for Psychology Minors
- **Computer Skills:** SPSS Statistical Analysis Software, Qualtrics Survey Software, MS Office: Excel, Access, PowerPoint, Word

MARKET RESEARCH PROJECTS

Market Research Team Project, UW-La Crosse, Fall 20XX

- Collaborated with local nonprofit to create feasibility study for expanding services and outreach
- Reviewed related literature and trends, conducted a survey and analyzed results using SPSS
- Presented findings and recommendations to nonprofit executive director and board members

Consumer Behavior Research Project, UW-La Crosse, Spring 20XX

- Created and developed a survey reaching 45 participants
- Analyzed results by looking for correlations between grocery purchasing behavior and age

LEADERSHIP EXPERIENCE

Senator, Student Association

- Represent the College of Business Administration at governance meetings

Vanguard – Campus Tour Guide

- Selected through a competitive process to represent the Admission's Office in recruiting prospective students
- Serve on college student panels to provide information for prospective students and families

Member, American Marketing Association (AMA)

WORK EXPERIENCE

Cashier/Service Center Staff, Quality Foods IGA, Plymouth, WI, Seasonal, April 20XX-present

- Provide high level of customer service, as well as assist in maintaining store safe balance sheets and other bookkeeping duties