
TYRELL INMAN

567 Western Avenue
Racine, WI 53401

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414-555-5555

OBJECTIVE

To begin a career in nonprofit marketing through an internship experience

EDUCATION

University of Wisconsin-La Crosse, La Crosse, WI
Bachelor of Science, May 20XX

- **Major: Marketing**
 - **Minor: Spanish**
 - Major GPA: 3.8, Cumulative GPA: 3.4
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MARKETING COURSEWORK

- Principles of Marketing
 - Advertising and Promotions
 - Market Research
 - Buyer Behavior
 - Business Research
 - Professional Selling
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MARKETING PROJECTS

- *Marketing Plan:* Wrote a marketing plan to expand university campus involvement at cultural education programming and events
 - *Advertising Plan:* Developed an advertising and promotions plan for a YMCA youth program
 - *Market Research:* Studied the student newspaper advertising impact on UW-La Crosse students by creating a survey using Qualtrics and analyzing data with SPSS stats software
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COMMUNITY AND INTERNATIONAL OUTREACH EXPERIENCE

University of Wisconsin-La Crosse, La Crosse, WI

Tutor, Pre-College Tutoring, May 20XX-present

- Mentor local youth with school assignments in reading, math and spelling
- Create a positive environment so students can learn and grow

Service Project, Alternative Spring Break, Negril, Jamaica, March 20XX

- Painted and repaired elementary school facilities
- Taught lessons in four Jamaican schools using minimal resources available

Racine School District, Racine, WI

After School Tutor and Mentor, September 20XX-May 20XX

- Assisted elementary and middle school students with studying and class assignments
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LEADERSHIP EXPERIENCE

Representative, Diversity Organization Coalition

- Communicate and discuss campus and community issues, news, and events with representatives from 12 other diversity organizations
- Organize, create, and execute educational programming and cultural events for the UW-La Crosse campus and community

Member, Black Student Union

Member, American Marketing Association

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LANGUAGE & TECHNICAL SKILLS

- *Spanish language:* Intermediate proficiency in writing, speaking and comprehension
- *Computer skills:* Adobe InDesign & Photoshop; SPSS Statistical Analysis Software; Microsoft Office: Excel, PowerPoint, Word; Mac & PC operating systems

OTHER WORK EXPERIENCE

University of Wisconsin-La Crosse, La Crosse, WI

Information Counter Attendant, Cartwright Center, June 20XX-present

- Provide campus information to students and visitors
- Set up audio-visual equipment for building meetings and events

Sandwich Maker, Jimmy Johns, La Crosse, WI, August 20XX-June 20XX

REFERENCES

FirstName LastName

Pre-College Program Manager
University of Wisconsin-La Crosse
La Crosse, WI
608-785-5555
last.first@uwlax.edu

FirstName LastName

Assistant Director, Student Activities
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Academic Instructor, Marketing Department
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