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| **College Student Resume for Internship** Example by Resume Genius | | | | |
| (212) 256-1414 your.email@email.com linkedin.com/in/your-profile/ | | | | |
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| **OBJECTIVE** |  | | | |
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| Highly motivated marketing student at the University of Pennsylvania with a keen interest in digital marketing and social media strategy. Relevant experience as the Social Media Coordinator for the university's Marketing Club, managing multiple platforms and executing successful campaigns. Seeking an internship to apply classroom knowledge and creativity to real-world marketing challenges. | | | | |
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| **RELEVANT SKILLS** | | |  | |
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| **RELEVANT EXPERIENCE** | | | |  |
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| **MARKETING CLUB, University of Pennsylvania, Philadelphia, PA**  *Social Media Coordinator, September 20XX–Present* | | | | |
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| * Spearheaded social media campaigns that increased club's Instagram following by 25% and engagement rate by 18% within 6 months * Created visually appealing content, including graphics, videos, and written posts, to promote club events and initiatives * Analyzed social media analytics regularly, leading to a 30% improvement in content relevance and a 20% increase in website traffic from social platforms | | | | |
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| **RELEVANT COURSEWORK** | | | |  |
| **DIGITAL MARKETING (MKTG 312), University of Pennsylvania, Philadelphia, PA**  *Fall 20XX* | | | | |
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| * Conducted extensive market research and developed a comprehensive digital marketing plan for a local business, including SEO strategies to improve website ranking by * Utilized tools like Google Analytics, Hootsuite, and MailChimp to track and optimize campaign performance | | | | |
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| **MARKETING RESEARCH (MKTG 215), University of Pennsylvania, Philadelphia, PA**  *Spring 20XX* | | | | |
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| * Designed and conducted 3 primary market research studies, including 2 focus groups and 10 in-depth interviews * Analyzed quantitative data using SPSS and qualitative data using NVivo | | | | |
| **EDUCATION** | |  | | |
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| **University of Pennsylvania, Philadelphia, PA**  *Bachelor of Science in Marketing*  Anticipated graduation: May 20XX | | | | |
| **Logo  Description automatically generated**  **Dear Job Seeker,**  If you want to move your career forward, the Advanced resume template is for you.    Its sans-serif font, contact information icons, and eye-catching [skills section](https://resumegenius.com/blog/resume-help/skills-section-of-resume) make it great for applying to jobs in tech or data science.  Consider the Advanced resume template if you want to work in [social media management](https://resumegenius.com/resume-samples/social-media-resume-example) or [data analytics](https://resumegenius.com/resume-samples/data-analyst-resume-example).  If you’re still struggling to write your resume, here are some free resources to help you put together a resume that shows employers you’re the right person for the job:  ·     [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Resume](https://resumegenius.com/blog/resume-help/how-to-write-a-resume)  ·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)  Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](https://resumegenius.com/cover-letter-templates/modern-templates#2021). Here are a few resources to help you write a cover letter that gives your application the boost it needs to land you an interview:  ·     [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)  ·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)  Best regards,  Shape  Description automatically generated with medium confidence  **IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” | | | | |