

Ready to add value as **MARKETING COORDINATOR/ASSISTANT OR SALES SUPPORT**

CONSUMER PACKAGED GOODS • SPORTS • DIVERSE INDUSTRIES

Unique foundation in marketing and entrepreneurship: Received one-on-one mentorship and real-world experience in an intimate academic setting where high-caliber professors had time and resources to personalize education while imparting leading-edge thinking from business and academia. Rare liberal arts orientation of business major developed both strategy and creativity at college named Top Liberal Arts College (*U.S. News*) and Best of the Midwest (*Princeton Review*).

Able to relate to customers and promote products: Use research and emotional intelligence to understand customers and translate that understanding into effective marketing strategies—whether gathering one-on-one customer feedback and interpreting it into a pilot Net Promoter System at a multimillion-dollar company or helping a local business understand that pricing and product mix strategies needed to be rethought.

Strong project management and organizational skills: Known for bringing order to chaos, whether in cleaning up highly sensitive and regulated employee records at a large company or preparing 100+ football players for an away game. Known for anticipating all possible outcomes and creating contingency plans. Comfortable in a support role and able to take the reins as needed.

Examples of Leadership & Team Orientation

Elected to Delta Gamma Honor Board & Director of New Members

Selected as Team Leader in Nearly Every Undergrad Project

Appointed to Founding Board of Collegiate Entrepreneurship Organization

Named Captain of Varsity Soccer Team, JV Soccer Team, and Varsity Cheer

EDUCATION

Bachelor of Arts in Business with Entrepreneurship Minor, Gray Lake College, Gray Lake, WI; 2017

Notable High School Experience: Internalized leadership, camaraderie, self-mastery, and citizenship at Archer Girls Academy, Archer, WI; 2013

MARKETING & BUSINESS EXPERIENCE

HardWear Products, Redlands, CA; 2016 (2.5 months)

MARKETING, SALES, AND HR INTERN: Worked across departments to aid in completing long-needed projects and gain real-world experience at this premier supplier of window and door replacement parts with 3 brands and 18K+ SKUs. Reported to VP of sales and marketing.

Earned Unprecedented Trust as Intern, Gaining Ground in Customer Satisfaction, Sales Intelligence, and HR Operations

- Learned and launched Net Promoter System using sales-challenged sister company as a test case for measuring customer experience. Reported directly to VP of marketing.
- Uncovered hidden challenges of unhappy customers who hadn't spoken up. Established customer service benchmark, personally calling dozens of distributors and end clients.
- Improved HardWear's understanding of which products were selling and where. Performed large-scale, complex project to match internal SKU numbers with retailers'.
- Generated up-to-date reports on HardWear inventory at every retail location and created shortcut "lookups" for future use, employing Excel in tandem with existing Oracle database.
- Entrusted with compliance-heavy review of 400 employee files—from factory workers to executives—ensuring each was categorized under the correct compensation code. Completed HIPAA training and dealt properly with highly sensitive personal information.
- Identified and corrected multiple errors, ensuring workers and HardWear were protected in workers' comp incidents.

"Bev exhibited a real passion for marketing and a genuine interest in how the different areas of our business interface. I would recommend her to any employer."
 – CEO, HardWear Products

Marketing Practicums, Gray Lake College, Gray Lake, WI; 2015 (4 months) & 2016 (4 months)

TEAM LEADER: Selected by cohorts to serve as captain and strategy lead helping The Cloud Level, a locally based online marketer of luxurious sheets, blankets, etc. Audited market position and completed comprehensive situation and industry analysis.

Gave Online Retailer with Declining Sales the Information Needed to Create a Data-Based Strategy for Regaining Market Share

- Gave owner tools to differentiate from competition and set stage for growth. From no marketing plan or materials, generated marketing collateral including trade show banners, flyers, and logos.
- Opened door to amplify previous success with referrals by recommending formal referral program.
- Revealed fundamental misconceptions about products, creating positioning map, recommending change in pricing strategy, and proposing assessment of available suppliers to improve quality and increase sales margins.
- Brought awareness of negative online reviews to leadership—something they hadn't been actively managing.

BEVERLY SHIELDS

847-555-5555 • shieldsb@graylake.edu

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MARKETING & BUSINESS EXPERIENCE, CONTINUED

Marketing Practicums, continued

ECONOMIC IMPACT RESEARCHER FOR CITY OF GRAY LAKE, WI: Designed and executed school-wide study. Collaborated with partner and city's Economic Business Development team.

Built tool for City of Gray Lake to Understand Economic Impact of Gray Lake College

- Designed survey for distribution to all Gray Lake College students, carefully phrasing questions to ensure accurate data.
- Enabled use of InPlan—a database for economic studies—and found a way to get it at 16% of normal price.
- Won approval of survey from college president.

RELEVANT VOLUNTEER WORK

Collegiate Entrepreneurship Organization (CEO), Gray Lake College, Gray Lake, WI; 2015 to 2017

MEMBER & VP OF NEW MEMBERS, FOUNDING BOARD: Based on positive performance in multiple small business practicums, selected by professor to help launch Gray Lake College affiliate of national organization. Recruited and oriented new members and produced member-facing communications and weekly updates. Held leadership role for one year and maintained active membership.

Cultivated Entrepreneurial Mindset by Supporting Marketing-Oriented Professor in Launch of Gray Lake CEO Affiliate

- Helped aspiring entrepreneurs create compelling presentations for potential investors.
- Nominated to learn from Chicago's top marketing professionals at renowned Okner Symposium at Northwestern University. Keynote was delivered by Adam Kempenaar, Senior Director of New Media and Creative for Chicago Blackhawks.

Delta Gamma Sorority, Gray Lake College, Gray Lake, WI; 2013 to 2017

MEMBER, HONOR BOARD, AND DIRECTOR OF NEW MEMBERS: Elected to Honor Board by entire chapter and provided weekly peer counseling. Created and delivered lesson plan based on materials from national organizations, generated email communications, and managed administrative team member.

Led by Example, Earning Trust of Colleagues and Contributing to Positive Culture Aligned with Organizational Values

- Recognized for wisdom, discretion, and ability to represent sorority, as evidenced by selection to Honor Board and hearing members' very personal concerns, giving guidance, and maintaining confidentiality.
- Applied for and was elected to New Member Education Committee. Served as face of organization, ensuring cultural fit of potential members, preparing them for sorority's entrance exam, and orienting them on group's ideals and culture.

FOUNDATIONAL WORK EXPERIENCE

Gray Lake College, Gray Lake, WI; 2013 to 2014 (16 months)

EQUIPMENT ROOM MANAGER: Organized equipment for college's Division III teams. Earned trust and sought out by athletic advisor based on ability to make sure all equipment and uniforms were correct for dozens of players at home and away games.

Culver Public Beach, Culver, IN; Summers of 2010, 2011, 2012 & 2013

LIFEGUARD AND SWIM INSTRUCTOR: Built relationships with patrons of all ages as lifeguard for 3 summers and instructor for 1 summer. Completed demanding 50-hour water safety instructor certification as self-taught swimmer in a class with formally trained swimmers with swim team experience.

JUSTIFICATION

Challenges: Beverly had been looking for a job in New York for a couple of weeks, with no success. (New grads can have high expectations about how quickly a job search goes!) Not getting a single interview was disheartening to her. She felt her challenges were that she was in Manhattan competing against candidates who'd attended more well-known schools and that she had completed only one internship.

Approach: With the help of Beverly's insights into what distinguished her education—media awards, intimate classes with renowned professors, and attending one of the few liberal arts colleges with a business degree (i.e., a more holistic and creative approach to business)—I featured her education as an asset in the opening profile, describing how it shaped her as a young professional.

In addressing her single internship, I included details of the three major areas she'd influenced and the tremendous responsibility she'd been given. An adjacent quote from the company's CEO adds further weight to her experience. Additionally, we fleshed out the details of the marketing practicums she'd participated in, treating them as job entries.

A listing of leadership examples and team orientation shows that she has earned the admiration of her peers and teachers and gives a nod to her sports orientation, which would resonate with her ideal environment—a sports marketing company.

I made the unusual decision to include Beverly's high school experience in her education because it's a well-known school whose name could open doors for her with other alumni and because the culture of the school instilled a sense of discipline and teamwork in Beverly that makes her unique.

The "Foundational Work Experience" section is a place to put experiences that have formed her overall professional outlook, even though the roles were not directly related to marketing.

Design: Because New York tends to be a market with conservative leanings when it comes to resume appearance (perhaps the influence of Wall Street where no one wants to appear *too* creative?), I kept the look clean and classic. Blue accents, callout boxes, and descriptive accomplishment headings give it just enough pizzazz to distinguish it from its black-and-white, Times New Roman competition and make the important information easy to find at a glance.

Results: As of this writing, the client has had her resume for two weeks and booked three interviews (versus zero with her previous resume). She's also gained confidence in presenting her candidacy, thinking and speaking of her education and internship as the assets they really are.