

Paws T. Husky

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EDUCATION

Northeastern University, Boston, MA

Bachelor of Science in Business Administration, Concentration in Marketing

May 20XX

Relevant Courses: Fundamentals of Marketing, Advertising and Brand Promotion, Consumer Behavior

Activities: 360 Leadership Program, Career Ambassador, NU PLACE Fellow

SKILLS

Programming & Tools: Canva, Adobe Illustrator, Google Analytics, Hootsuite

Languages: Spanish

Interests: Digital Marketing, UI/UX design, Reading, Yoga, Gymnastics, Photography

PROFESSIONAL EXPERIENCE

Northeastern University, Boston, MA

Athletics Mascot Co-op

July 20XX – December 20XX

- Organized 10 pep rallies across the global network to foster community among 30,000+ students.
- Led 20+ initiatives within the local Boston area to promote interest in Northeastern Athletics.
- Designed 5 innovative marketing strategies to align with current trends in higher education athletics, giving a modern perspective on student engagement.

Boston Red Sox, Boston, MA

Promotions and Events Intern

May 20XX - June 20XX

- Supported the planning and execution of over 50 in-game promotions and special events at Fenway Park, enhancing fan engagement and overall game day experience.
- Collaborated with marketing and corporate partnerships teams to fulfill sponsor activations, including pre-game ceremonies, giveaways, and on-field recognitions.
- Tracked fan interaction and participation metrics using Google Analytics to assess success and suggest improvements for future activations.

Common Grounds Café, Boston, MA

Food Service Associate

January 20XX – April 20XX

- Provide excellent customer service in a fast-paced environment, preparing refreshments for 100+ customers per shift.
- Operate cash register, processing an average of \$1,500 in transactions per shift with accuracy.
- Collaborate with 4 team members to ensure an efficient and positive work environment.

EXPERIENTIAL LEARNING

NU VIEW: Digital Marketing with Saxby's

Participant

May 20XX – June 20XX

- Supported digital campaigns promoting new product launches and seasonal beverages, driving a 12% increase in online traffic and in-store visits.
- Designed graphics and wrote copy for email marketing campaigns using platforms like Mailchimp, maintaining consistent brand voice and visual identity.
- Monitored analytics and key performance indicators across digital platforms, preparing weekly reports to inform content strategy and audience targeting.

ACADEMIC PROJECT

Integrated Marketing Campaign, Northeastern University

Marketing Strategist

Spring 20XX

- Conducted market research, including surveys and competitor analysis, to identify key customer preferences.
- Developed and presented a marketing strategy encompassing social media, email, and in-store promotions.
- Led a team of 4 to develop a comprehensive marketing campaign for a local sustainable clothing brand targeting.