**RAMON SILVA**

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(479) 555-5555

Fayetteville, Arkansas 72704

**PROFILE** Experienced researcher and creative team lead, interested in research and designing marketing strategies. Offering experience in promotions, advertising, developing newsletters and market research. Strengths include:

* SAP, Retail Link, Data Analysis
* Project management
* Effective communicator, written and spoken English and Spanish

**EDUCATION** **University of Arkansas, Sam M. Walton College of Business**

 *Bachelor of Science in Business Administration, expected May 2020*

 Major: Marketing Minor: Enterprise Resource Planning GPA: 3.7

 **Global Community Development: Service Learning**, Dangriga, Belize, *June 2018*

* Partnered with five start-up business owners to create digital marketing plan appealing to seasonal visitors
* Produced 6-week POV blog describing cultural immersion and impacts

**EXPERIENCE YMCA of Newport News** Little Rock, Arkansas

 ***Marketing Intern*** *August 2018 – December 2018*

* Conceptualized and designed promotional and publicity materials for the People of Distinction Awards in both English and Spanish
* Maintained contact and provided information to participating contributors, nominators, nominees and award recipients
* Developed new member marketing packets resulting in 10% sales increase
* Wrote and edited 14 new monthly newsletters

 **R.B. Technologies** Springdale, Arkansas

 ***Market Research Intern*** *January 2018 – May 2018*

* Studied fundamentals of QS9000 certification and developed a survey to measure present progress toward certification
* Administered survey to company’s clientele and analyzed responses
* Presented results to Paxton’s National Executive Board
* Analyzed results to design plan increasing company’s efficiency

 **Enrollment Management Corporation** Lowell, Arkansas

 ***Marketing Coordinator*** *May 2017 – August 2017*

* Designed survey instruments and summarized market research results
* Completed research projects, including a competitor analysis, utilizing Nielsen data and a student satisfaction assessment
* Coordinated advertising campaign including budgeting, arranging newspaper placement and maintaining communications with design team

**LEADERSHIP** Hall Council Board, Member, *2017 - Present*

 Council for the Spanish Speaking, Volunteer, *2018 - Present*

 Leadership Walton, Member, *2018 - Present*

Sigma Lambda Beta Fraternity*,* President, *2019*

**AWARDS** Kimberly-Clark Scholar, *2019*

 Outstanding Leadership Award, *2019*

 Beta Gamma Sigma Business Honors Society, *2018*