**Patricia Project**

p.project@email.com | (123) 456-7890 | linkedin.com/in/p.project

**Skills**

Microsoft Office: Word, Excel, PowerPoint

Social Media: Instagram, Facebook, Twitter

Graphic Design: Adobe Photoshop, Canva

Other: Retail Link, Sway, Google Analytics

**Education**

**University of Arkansas, Sam M. Walton College of Business Expected December 2020**

*Bachelor of Science in Business Administration*

* Major: Marketing, GPA 3.48

**Projects**

**Chick-Fil-A Global Expansion Plan Fall 2018**

*Global Marketing Course*

* Collaborated with 5 classmates to compose a 50-page plan for Chick-Fil-A expansion into South Korea
* Conducted research on South Korean culture, diet, economy, infrastructure, legalities and regulations
* Highlighted target markets, offered logistics, provided promotional and marketing campaign plans
* Presented a 25-slide PowerPoint to over 60 students as a de facto sales pitch to Chick-Fil-A CEO

**ROAR Marketing Proposal Spring 2018**

*Integrated Marketing Communications Course*

* Completed a project with 2 teammates to create brand awareness and increase involvement with University Athletics and ROAR (Razorbacks Offering Accountability Resources)
* Developed a written brief, branding strategy, and social media marketing campaign to promote mission and purpose of ROAR
* Pitched marketing proposal to a panel of 3 University of Arkansas Athletics Marketing Directors
* Won 1st place in presentation out of 25 team competing

**Work Experience**

**Starbucks November 2017 – Present**

*Barista*

* Execute training for all incoming baristas for store’s location, trained over 15 new hires to date
* Prepare complex orders quickly and efficiently using 32+ memorized drink combinations
* Record over 200 customer orders per day, handling up to $1,000 in cash, credit, and debit transactions per shift
* Influenced an increasing customer satisfaction score by 30%, receiving highest ratings in district

**CLASS+, University of Arkansas January 2016 – December 2017**

*Lead Finite Tutor*

* Wrote lesson plans and met one-on-one with an average of 10 students each week to tutor in finite mathematics
* Coordinated with CLASS+ center to interview and hire up to 12 new tutors each semester

**Activities**

Order of Omega, Greek Life Leadership Honor Society October 2018 – Present

American Marketing Association, Member May 2017 – Present

Leadership Walton, Member September 2016 – Present

Razorback Food Recovery, Volunteer January 2017 **–** November 2017  
Volunteer Tribute District 12, 74th Annual Hunger Games March 2012