**Rowdy Roadrunner**

9001 Stockdale Highway • Bakersfield, CA 93311 • (661) 555-5555 • rroadrunner\_athlete@csub.edu

**Summary of Qualifications**

* Strategic visionary with demonstrated marketing experience targeting specific demographics.
* Excellent customer service skills with the ability to cultivate and sustain rapport with a variety of clientele.
* Ethical decision-maker and problem-solver who thrives in both leadership and supporting capacities.
* Innovative thinker who advances in challenging situations and remains poised in high-pressure situations.

**Education**

**California State University**, **Bakersfield** Expected 05/20xx

Bachelor of Science, Business Administration

Concentration: Marketing Minor: Communications

* Full-scholarship Division IA Wrestler, 08/20xx – present
* Devote 30-40 hours per week for practice, competition, travel, training, and meetings
* Overall GPA 3.0; Dean’s List, Fall 20xx, Spring 20xx

**Skills**

**Marketing**: Target Marketing, Product Positioning, Public Relations, Advertising, Market Research, Sales

**Data Analysis**: Regression Analysis, Multicollinearity, Cross Sectional Tests, Risk Ratio, Correlations

**Management**: Risk Management, Fundraising, Basic Financial and Managerial Accounting tasks, Scheduling

**Software**: SPSS, Mini-Tab, Microsoft Word, Excel, PowerPoint

**Related Experience**

**ABC Company**Bakersfield, CA

Sales Specialist 09/20xx – Present

* Deliver sales presentations and product updates in person, via telephone, or by Zoom to enhance existing customer relationships and customer commitment, efficiently serving over 1,000 clients in 250-mile sales radius.
* Proactively research and identify potential sales opportunities, yielding an average of 10 new customers per month.

**California State University, Bakersfield – Athletics**Bakersfield, CA

Marketing Intern 08/20xx – 12/20xx

* Collaborated with 6 colleagues to increase game attendance and fan participation through innovative marketing.
* Utilized social media and incentive strategies to increase average fan attendance by 20% in less than three months.

**Associated Students Incorporated** Bakersfield, CA

Facility Supervisor 01/20xx – 06/20xx

* Managed an annual budget of over $3M for university auxiliary association that enhances the student experience.
* Trained and supervised 5 colleagues to deliver top-notch customer service at 2 campus facilities serving 4,000 students.

**Bare Essentials**Riverside, CA

Beauty Consultant 05/20xx – 12/20xx

* Ranked as the top selling store in the district, helped company increase sales by over 10%.
* Individually recognized as #1 in sales storewide as a result of strong rapport building and mastery of sales techniques.

**Memberships & Associations**

**American Marketing Association,** Member 05/20xx – Present

**CSUB Sensational Sophomores,** Member 09/20xx – Present