

EXPERIENCED BUSINESS RÉSUMÉ

For a review, e-mail: careers@utep.edu

See more
documents here



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SUMMARY OF QUALIFICATIONS

- Five years of experience creating strong marketing messaging and digital content
- Three years of process improvement in customer engagement to drive and increase sales
- Three years of managing clientele relationships with corporate partners

EDUCATION

Master of Business Administration with a concentration in Management	Expected: 5/20XX
The University of Texas at El Paso (UTEP)	GPA: 4.00/4.00
- International Research Course in Spain	Spring 20XX
Bachelor of Business Administration in Marketing with minor in International Business	Awarded: 5/20XX
The University of Texas at El Paso (UTEP)	Overall GPA: 3.5/4.00 Major GPA: 3.8/4.00

EXPERIENCE

Owner/Manager	9/20XX – Present
Mockingbird Café	El Paso, TX
<ul style="list-style-type: none">• Operate successful business by providing excellent service and quality products• Create original brand concept, research market demand, and determine advertising strategy• Increase sales by 20% through in-store visual merchandising and promotion of branded products on social media• Manage a team of 15 employees including hiring, training, scheduling, and payroll	
Marketing Coordinator	6/20XX – 9/20XX
Texas Instruments	Dallas, TX
<ul style="list-style-type: none">• Developed data-driven digital marketing, including e-blasts, social media content, and paid promotions• Increased social media click-through rates by 15% through improved consistency of digital content• Recommended best practices for product pages based on competitive analysis research	
Marketing Intern	6/20XX – 8/20XX
Teacher Federal Credit Union	El Paso, TX
<ul style="list-style-type: none">• Increased new memberships by 2% through a social media campaign• Interviewed and recorded six current members and edited videos to post on social media every two weeks• Used Hootsuite to manage four social media accounts and scheduled weekly postings across platforms	
Ticket Sales Associate	2/20XX – 6/20XX
El Paso Chihuahuas Stadium	El Paso, TX
<ul style="list-style-type: none">• Analyzed ticket sales by ZIP codes and cross-referenced data with secondary demographic and market research• Worked in a team of four to provide actionable insights to marketing leadership team• Presented final recommendations projected to increase sales by 20% through an integrated marketing campaign	

LEADERSHIP

President	08/20XX-Present
American Marketing Association (AMA) at UTEP	El Paso, TX
<ul style="list-style-type: none">• Increased membership by 15% by proposing and planning two new recruitment events• Planned calendar of events with professional development committee and booked one speaker per month• Created and oversaw a competition between five teams to create the best marketing strategy for a local charity	

SKILLS & CERTIFICATION

- Intermediate knowledge of Adobe Premier and iMovie
- Extensive knowledge of Microsoft Office, Hootsuite, Canva, Social Media Platforms, Netsuite, and QuickBooks
- Proficient in Tableau, SIE, Python, SQL

Accomplishment Statements

Accomplishment Statements are the statements in the experience section of your résumé that highlight your relevant skills, abilities, and/or contributions to an organization. Statements should include an action and a result listed with bullet points.

Start with a verb to emphasize a skill (result) then add how you accomplished the result (action).

It is important to tailor your statements to the job description and include measurable data as much as possible.

See examples of accomplishment statements in the “Experience Section” on page one.

Job Description

1. Read and analyze the job description
2. Identify the required skills listed for the job
3. Match your experiences to the skills listed in the job description

Measurable Data

**Quantify when possible using:
numbers, percentages, dollar amount(s), or
time frames**

Action Words

Verbs that strongly promote your skills and accomplishments

**Critical Thinking/
Problem Solving**

Analyze	Increase
Assess	Integrate
Compare	Measure
Determine	Organize
Devise	Research
Diagnose	Supervise
Evaluate	Synthesize
Execute	Verify

**Communication
(Oral/Written)**

Address	Express
Author	Interpret
Share	Persuade
Convey	Present
Network	Promote
Demonstrate	Review
Draft	Speak
Edit	Write
Negotiate	Respond
Connect	

Teamwork/Collaboration

Assist	Organize
Brainstorm	Orient
Calculate	Plan
Collaborate	Process
Consolidate	Schedule
Construct	Supervise
Demonstrate	Support
Envision	Unite

Technology

Access	Implement
Analyze	Integrate
Calculate	Install
Coordinate	Launch
Deliver	Maintain
Design	Manage
Develop	Troubleshoot
Engineer	Organize
Program	

Leadership

Administer	Guide
Assess	Manage
Clarify	Mentor
Create	Motivate
Delegate	Oversee
Encourage	Recruit
Establish	Supervise
Facilitate	Train
Direct	

**Professionalism/
Work Ethic**

Achieve	Exceed
Act	Handle
Adapt	Improve
Evaluate	Implement
Deliver	Produce
Demonstrate	Reach
Drive	Simplify
Establish	Work

Career & Self-Development (Confidence/Advocacy)

Advise	Defend	Inform	Facilitate
Advocate	Diagnose	Master	Supported
Coach	Enhance	Negotiate	Guide
Communicate	Expand	Consult	Pursue

Equity and Inclusion

Celebrate	Engage	Empower
Communicate	Identify	Validate
Discuss	Interact	
Educate	Understand	

Updated: 07/23