

EXPERIENCED GRADUATE RÉSUMÉ SAMPLE

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

See more
documents here



Paydirt Pete

(915) 747-0000 | ppete@miners.utep.edu | [in/paydirtpete](https://www.linkedin.com/in/paydirtpete)

SUMMARY OF QUALIFICATIONS

- Five years of experience creating strong marketing messaging and digital content
- Highly skilled at improving the quality of customer engagement to drive and increase sales
- Dedicated manager with the ability to build strong client relationships and motivate others

EDUCATION

The University of Texas at El Paso (UTEP)

Master of Business Administration with a concentration in Management

Expected: May 20XX | GPA: 4.0/4.0

- Corporate Engagement Project: El Paso Chihuahuas Ticket Sales Fall 20XX
 - 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 EP Chihuahuas marketing leadership team
 - Presented final recommendations projected to increase sales by 20% through an integrated marketing campaign
- International Research Course in Spain Spring 20XX
 - Traveled to Barcelona to learn about corporate social responsibility from a global perspective
 - Attended seminars at the Autonomous University of Barcelona to discuss international law and global governance

Bachelor of Business Administration in Marketing

Awarded: May 20XX | GPA: 3.7/4.0

EXPERIENCE

Owner / Manager

Mockingbird Café

September 20XX – Present

El Paso, TX

- Manage operations by leading others in excellent service and providing quality of products
- Increase sales by 20% through in-store visual merchandising and promotion of branded products on social media
- Create original brand concept, researched market demand, and determine advertising strategy
- Oversee all aspects of hiring, training and managing a staff of up to 15 servers, cooks and baristas

Marketing Coordinator

Texas Instruments

June 20XX – September 20XX

Dallas, TX

- 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 positioning of blogs on product pages based on competitive analysis research

Marketing Intern

TFCU

June 20XX – August 20XX

El Paso, TX

- Increased prospects for new memberships by 10% through a social media campaign for local credit union
- Interviewed six current members on video, edited interviews, and posted videos to social media every two weeks
- Used Hootsuite to manage five social media accounts and schedule weekly postings across platforms

LEADERSHIP

American Marketing Association at UTEP

President (20XX-20XX)

Member since 20XX

El Paso, TX

- 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

- Bilingual in English and Spanish
- Intermediate knowledge of CSS+, HTML languages, and iMovie
- Extensive knowledge of Microsoft Word, Excel, Access, PowerPoint and QuickBooks

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: 08.23