

## Name

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[LinkedIn.com/in/firstlast](https://www.linkedin.com/in/firstlast)

## [Job Title] (optional)

### EDUCATION

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**Farmingdale State College**, Farmingdale, NY

*Bachelor of Science in Business Management*, Expected May 2026

- **Relevant Coursework:** Marketing Principles, Management Theories & Practices, Marketing Analytics, Social Media Marketing
- **Academic Recognition:** President's List, GPA 3.8

**Long Island University**, Brookville, NY

*21 credits earned toward Bachelor of Science in Business Administration*, Sep 2023 – May 2024

### RELEVANT PROJECTS

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**Business Market Analysis**, Marketing Analytics, Farmingdale State College

*Fall 2024*

- Served as project lead, scheduling meetings and delegating tasks.
- Conducted comprehensive market analysis to identify target customer segments.
- Applied statistical modeling techniques to identify actionable insights.

### WORK EXPERIENCE

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**Lessing's, Inc., Great River, NY**

*Marketing Intern*, Apr 2025 - Present

- Support marketing team to plan, develop and execute marketing initiatives.
- Implement SEO techniques, resulting in an 11% increase in website traffic in 2024.

**WNCR Media, St. James, NY**

*Field Marketing Agent*, Apr 2023- Mar 2024

- Developed and implemented marketing strategies to promote products and services.
- Optimized marketing and sales campaigns leading to 5% increase in 2023 client base.
- Created engaging and persuasive copy for marketing materials to be used with clients.

**Best Buy, Smithtown, NY**

*Sales Associate*, May 2021 - Jan 2023

- Consistently exceeded monthly sales targets by 10% through effective upselling.
- Demonstrated in-depth product knowledge, facilitating informed customer decisions.
- Managed opening and closing procedures, ensuring accurate handling of cash transactions.

### COMMUNITY ENGAGEMENT

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**Habitat for Humanity**, Bay Shore, NY

*Volunteer*, Apr 2023 - May 2025

- Collaborated with team of volunteers to build homes for families in need, contributing over 50 hours of service.
- Participated in community outreach initiatives, promoting Habitat's mission and recruiting volunteers.

### CLUBS AND ORGANIZATIONS

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**Campus Recreation**, Farmingdale State College, Sep 2024 – Present

### SKILLS SUMMARY

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**Technical Skills:** MS Word, PowerPoint, Excel, Access, Adobe Photoshop, Illustrator

**Social Media:** Instagram, Twitter, Facebook, LinkedIn

**Soft Skills:** Communication, Collaboration, Critical Thinking, Leadership

### CERTIFICATIONS

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Digital Marketing Professional (CDMP), Sep 2024