

MARCIA MARKETING

mmarketing@babson.edu

617-123-4567

Campus Address:
Babson College, Campus Box 456
Babson Park, MA 02457

Permanent Address:
123 Main Street
Anywhere, FL 12345

EDUCATION

Babson College

Babson Park, MA

Candidate for *Bachelor of Science* in Business Management

May 2010

Concentration: Marketing

Cumulative GPA 3.34; Concentration GPA 3.78; Deans List, Fall 2007

Relevant Academic Project: Conducted industry and company analysis on local Home Depot store as part of intermediate management course. Conducted interviews, researched competitors, generated an innovative marketing strategy, and developed recommendations for future growth.

RELEVANT EXPERIENCE

Company Name

Student Consultant

MCFE

MCE/OEM

Babson Park, MA

Fall 2009

- Participated in management consulting field experience project as part of advanced curriculum
- Conducted research and consulted with clientele to gain understanding of organization
- Collaborated with team of six to review and make recommendations for company growth and development

Babson College Free Press Publication

Babson Park, MA

Production Manager/Section Editor

Fall 2007-Present

- Manage article assignments for team of five writers
- Create layout for weekly issue

Staples Corporation

Framingham, MA

Partnership & Online Marketing Analyst

Summer 2009

- Monitored Affiliate Program partners to ensure contract compliance
- Conducted affiliate marketing analysis of competitor sites
- Contributed to Staples Email Opt-in Project estimated to save \$5.9 Million in marketing expenses annually

Beaver Glassware (Student-run Business)

Babson Park, MA

Marketing Team Member

Spring 2007

- Contributed marketing ideas for glassware product
- Liquidated business and donated profits to local charity

FME

ADDITIONAL EXPERIENCE

Walt Disney World

Orlando, FL

Food Service Host, College Program- Outdoor Food Department

Summer 2007

- Maintained inventory control system on wagons; provided guest service recovery

ACTIVITIES

Class of 2010 Steering Committee, Member

Fall 2006-Present

- Serve as liaison between class members and college administration
- Organize events aimed at increasing class participation and unity

Babson College Conduct Council, Selected Member

2008-2009

SKILLS

Computer: Microsoft Excel, Access, Word, PowerPoint, Minitab (Statistical Modeling)

Language: Fluent Spanish