**Internship Resume For Business Students**

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**Emily Nguyen**7890 Elm St | Los Angeles, CA 90001  
(213) 456-7890 | emily.nguyen@email.com | [LinkedIn](https://linkedin.com/in/emilynguyen)

#### **OBJECTIVE**

Ambitious Business Administration student specializing in Marketing at the University of California, Los Angeles, eager to join ABC Corp as an intern. Looking to apply theoretical knowledge in a practical environment and contribute to the Marketing Department with fresh insights and a strong work ethic.

#### **EDUCATION**

**University of California, Los Angeles** – Los Angeles, CA  
Bachelor of Business Administration | Concentration in Marketing  
Expected Graduation: May 2025

* GPA: 3.6
* Relevant Courses: Marketing Analytics, Consumer Behavior, Digital Marketing Strategies

#### **SKILLS**

* **Technical Skills:** Proficient in Microsoft Office Suite, familiar with Adobe Creative Suite
* **Analytical Skills:** Strong ability to analyze market data and interpret consumer trends
* **Communication Skills:** Excellent written and verbal communication skills, experienced in preparing marketing reports and presentations
* **Leadership Skills:** Demonstrated leadership as President of the Marketing Club

#### **RELEVANT EXPERIENCE**

**Marketing Intern** – XYZ Digital Marketing Firm | Los Angeles, CA  
June 2023 – August 2023

* Assisted in the development and implementation of social media marketing campaigns which increased engagement by 30%.
* Conducted competitor analysis and prepared detailed reports and presentations for senior marketers.

**Sales Associate** – Boutique Store | Los Angeles, CA  
September 2022 – May 2023

* Engaged with customers to understand their needs, resulting in a 15% increase in upsell purchases.
* Managed inventory and daily sales reports, gaining practical experience in retail management.

#### **ACADEMIC PROJECTS**

**Market Research Analysis** – Marketing Analytics Course | April 2024

* Led a team of 5 to conduct a comprehensive market analysis for a local startup, resulting in actionable insights that were incorporated into the company’s marketing strategy.

**Digital Marketing Campaign** – Digital Marketing Strategies Course | December 2023

* Developed a digital marketing campaign for a hypothetical product launch, which included SEO, content marketing, and social media strategy.

#### **LEADERSHIP AND INVOLVEMENT**

**Marketing Club** – President  
September 2022 – Present

* Organized monthly guest speaker events and workshops, enhancing the professional development of club members.

**Volunteer Coordinator** – Local Food Bank  
January 2021 – August 2022

* Coordinated volunteer schedules and fundraising events, raising over $10,000 for community service initiatives.

#### **ADDITIONAL INFORMATION**

* **Certifications:** Google Analytics Certified, HubSpot Content Marketing Certified
* **Languages:** English (Fluent), Spanish (Intermediate)
* **Technical Proficiencies:** CRM software, Google AdWords