

Internship Resume For Business Students

Emily Nguyen

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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