

# Resume Guidelines: Marketing

Career & Corporate Connections | 114 Business Building | 814-863-6161 | [smealcareers@smeal.psu.edu](mailto:smealcareers@smeal.psu.edu)  
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## Build Your Resume

The main goal of a resume is to concisely describe how your experiences and education are relevant to the position for which you are applying. Proper formatting is important to ensure that a recruiter can pick out your most relevant accomplishments in the initial few seconds of scanning.

Refer to the sample resume on the back of this sheet for examples of the information provided below. Following these specific steps will help you tailor your resume to a marketing career:

### 1 Use an objective statement to highlight your interest area.

There are various career paths a marketing education can prepare you for including market research, brand management, retail, and sales. An objective statement should be short and to the point.

### 2 Include your GPA.

Marketing recruiters consider GPA an important factor when evaluating candidates. You should always include your cumulative average. If your cumulative average is below a 3.0, consider including your major GPA if it is over 3.0. You can calculate your major GPA through eLion.

### 3 Highlight relevant experience.

Recruiters are keenly interested in what you have accomplished during your internships or co-curricular projects. Be sure to describe your accomplishments instead of simply listing your job duties. Use industry-specific keywords and quantify your accomplishments where relevant. If you do not have relevant experience, focus on the transferrable skills from your experiences and activities such as leadership, teamwork, and communication skills.

### 4 List leadership positions and/or activities.

This is an important section of your resume. Recruiters want to see that you are doing more than just going to class.

While the two most desired skills ranked by recruiters are teamwork and communication, the job description may alert you to other soft skills required. Describe your skills here in the same detail as you would in the relevant work experience section, noting your accomplishments. For areas of your activities where you participated but may not have a lot to talk about, just list the experience with no bullet points. This will help the recruiter understand that you are well rounded, yet have a sense of time management.

### 5 List skills such as computer software knowledge that are relevant to the position.

Be sure to explain how you have used the skills through an activity, a project, or if you completed course work focusing on a specific program. Simply stating that you are proficient in Excel could be misleading to the recruiter.

## Resume Tips

When drafting your resume, be sure to always keep the following in mind:

- › Never embellish on your resume
- › Check and recheck for spelling/grammar mistakes
- › Keep your resume to one page
- › Always communicate skills in every bullet point
- › Make sure the layout of your resume is easy to scan

For more tips or to schedule a resume review, visit the career development and resources sections of the Career & Corporate Connections website.

## Resources for Marketing Students

The following are helpful resources for Marketing majors at Smeal:

### Penn State Career Services

[studentaffairs.psu.edu/career/cic/](http://studentaffairs.psu.edu/career/cic/)

### Smeal Marketing Department Career Packet

[ugstudents.smeal.psu.edu/academics-advising/information-on-smeal-majors/marketing](http://ugstudents.smeal.psu.edu/academics-advising/information-on-smeal-majors/marketing)

### American Marketing Association

[marketingpower.com](http://marketingpower.com)

### Careers in Marketing

[careers-in-marketing.com](http://careers-in-marketing.com)

Get involved in a discipline-specific student organization:

[ugstudents.smeal.psu.edu/student-organizations](http://ugstudents.smeal.psu.edu/student-organizations)

1

First and Last Name

Email Address • Phone

2

OBJECTIVE: To obtain an entry level position in marketing research beginning June 2012

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EDUCATION

The Pennsylvania State University

Smeal College of Business

Degree: Bachelor of Science, Marketing

GPA: 3.41, MAJOR GPA: 3.75

Class of May 2010

University Park, PA

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PROFESSIONAL EXPERIENCE

Kellogg Company

Category Management Internship

- Developed proficiency in industry specific software, most notably IRI CPGN, IRI Xlerate, and Nielsen Spectra
- Devised a Nielsen Spectra Report for Wal-Mart National on demand indices to improve established fact-based selling database
- Analyzed data to create a plannogram for five grocery chains using JDA Space Planning software resulting in 10% increase in monthly sales
- Maintained database of product sales, buyer behavior and streamlined reporting for management

May 2009 – August 2009

Battle Creek, MI

Kellogg Company

Retail Sales Internship

- Exceeded sales goal by 163% with \$125,991 in gross sales over a one month period
- Achieved the top sales position over all interns by 233%, attaining a total sales volume of over \$100,000 in two months
- Analyzed target market characteristics and implemented innovative sales strategies which increased client business by 6.1%, grossing sales of \$3,000 during the first week of the internship
- Generated sales by maximizing distribution, growing shelf share and pursuing creative secondary positioning
- Negotiated with store personnel to achieve results and forge long-term customer relations
- Utilized a full range of data sources to prepare and conduct effective, fact-based, in-store presentations

May 2008 – August 2008

Battle Creek, MI

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LEADERSHIP

Student Programming Association

Marketing Director

- Lead a team of five in organizing a communication plan to coordinate the information flow to 1000 student organizations across 19 campuses
- Improved collaborations among student programming initiatives through implementation of strategic marketing and communications plan
- Managed a \$100,000 budget that has been increased to a current budget of \$1.2 million due to program success
- Developed and executed strategic marketing plans including timelines; presented to a board of directors

December 2006 – May 2007

University Park, PA

PSMA – Pennsylvania State Marketing Association

Member of the Month, Assistant Director of Sales Marketing, Silver Status Member

- Assisted in creating marketing strategy for club fundraisers and events
- Led brainstorming sessions to generate ideas for new innovative fundraising events resulting in two new initiatives raising \$2000 for the club
- Worked across five divisions to coordinate volunteers for staffing fundraising events resulting in a 20% increase in member participation and support of fundraisers

September 2006 – Present

University Park, PA

Penn State Dance Marathon

Morale Team

- Worked in a team of 30 to provide support for 700 dancers during the 46 hour dance marathon

September 2007 – February 2008

University Park, PA

Penn State Tennis Club

Active Member

September 2007 – Present

University Park, PA

SKILLS

- SAP/SAS: Completed three credit course

Fall 2009

## Skills and Industry Specific Language

The following are various interest areas in the field of marketing and associated keywords that you should incorporate into your resume:

- **Market Research:** analysis, quantitative, statistical, data processing and reporting, economy, target market, buyer behavior, maintain database, streamline, standardize, manage listserves, track, measure
- **Brand Management:** manage, strengthen brand awareness, target market, organize, leadership, analyze, core business practice, integrated communication/marketing, brand consistency, benchmarking, metric reports, strategic thinking, positioning, competitive advantage, innovative, market segmentation
- **Retail:** customer service, communication, sales, inventory control, merchandise, promotion, sales force management, interpersonal, motivate, teamwork, delegation, merchandising
- **Sales:** target market, communication, sales, initiative, interpersonal, finance, customer service, relational, process/generate leads
- **Technical skills:** SAS, SAP, Salesforce, Marketo, Minitab, Diagnostics Plus, Excel, Nielsens

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