

RESUMÉ AND COVER LETTER WRITING WORKSHOP

Sample Resumé: Marketing

SAM CHU

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Profile

Successful marketing student graduating in Spring 2014 seeking a full-time position focusing on **brand marketing** and **market research**. Creative, action-oriented problem solver with a strong entrepreneurial spirit who thrives on coming up with innovative solutions to day-to-day business challenges. Collaborative work ethic, dynamic public speaking/presentation skills. Able to build strategic business alliances in both English and Cantonese.

Credentials

Bachelor of Administrative Studies (Honours), Marketing (Expected Spring 2014)

York University

Marketing Experience

VP of Internet Marketing, Canadian Marketing Association, York University (Sept. 2012 – Jan. 2014)

- **Re-designed the website for the CMA**, YorkU chapter (www.yorku.ca/cma) with a focus on easy navigation; administered the website as Webmaster ensuring regular updates
- Monitored and analyzed website traffic to measure the effectiveness of marketing promotions
- Developed promotional materials including event poster ads, booth flyers, campus posters, and e-coupons for campus and online distribution **resulting in increased event attendance**
- Delivered presentations to large groups of students to increase awareness of the association's activities

Marketing Research Intern, York University (Oct. 2012 – Mar. 2013)

- Assisted a Marketing Professor in **revising "Modern Marketing: First Canadian Edition"** to publish a second edition with updated material aimed towards first-year marketing students
- Reviewed existing textbook materials and researched updated statistics, textbook examples, and pictures

Toronto Walking Tours (TWT), York University Marketing Project (Sept. – Dec. 2012)

- Advised TWT on need to identify target markets, reconsider existing advertising channels to increase effectiveness, save costs, and allow easier navigation on company website
- Strengthened initial marketing initiatives by identifying a target market on which to focus strategies
- Produced an in-depth marketing plan with a detailed market analysis and actionable strategies

Finance First Training, York University Marketing Project (Sept. – Dec. 2012)

- Produced a thorough marketing plan for a mock start-up company (Finance First Training) offering training services and business consulting to clients in the financial industry
- Presented final marketing plan to professor and students demonstrating evidence of probable success for this start-up company in the current Canadian market
- **Commended by Professor for professional quality of business idea and marketing plan** to be considered for implementation as a post-graduate business opportunity

Additional Experience

Call Centre Agent, Nelson Marketing Corporation (Part-time) (Dec. 2011 – present)

- Managed multiple line inbound calls, and provided friendly and professional customer service
- Demonstrated flexibility by handling multiple and often urgent priorities and providing relief service as a Real Estate Front Desk and Appointment Person, Product Order Desk Clerk, and Virtual Receptionist
- Handled a fast-paced call centre environment calmly, answering over 100 phone calls per day while **meeting organizational standards and quotas**
- Successfully built relationships with clients over the phone, and engaged in active listening to understand their needs and recommend appropriate products, services and agents
- **Proven record of resolving customer inquiries** and issues individually and as part of a team

Purchasing and Inventory Clerk, Chelsea Marketing Group Inc. (Sept. 2010 – May 2011)

- Processed a **high volume of purchase orders and reorders** promptly and courteously, created UPC label samples, and ensured vendor item unit prices and pricing descriptions were up-to-date on the company's management system
- Provided direct support to the Purchasing Manager in daily purchasing activities
- Contributed to the **successful conversion** of existing purchase orders to a new company database system resulting in increased efficiency of internal informational access

Accounting Assistant, Carlysle Consulting Inc. (Summers 2009 – 2011)

- Reviewed, analyzed, and evaluated receipts and bank documents pertaining to the finance and expenses of clients for bookkeeping purposes
- Accurately maintained clients' confidential financial records on company's MS Access database
- Performed computer maintenance such as data backup, security upgrades and virus removal

Teaching Assistant/Counsellor, Summer Gospel Camp (May 2008)

- Demonstrated leadership skills by effectively managing ESL classes and extra-curricular activities of multiple groups of children
- Delegated tasks to volunteers, providing clear instructions and supportive supervision
- Organized cooperative learning activities to motivate students' learning interest

Computer Expertise

- Proficient on both the Mac and PC platforms
- Advanced proficiency with MS Office, particularly MS Excel (skilled in using pivot tables, vlookups and macros)
- Working knowledge of Adobe Photoshop, Dreamweaver and InDesign for graphic design and website maintenance

Memberships and Accomplishments

Member, Canadian Marketing Association (2010 – present)

Black Belt in Martial Arts, Canadian Martial Arts Studio (2008 – 2011)

Certificate of Endorsement in Business Studies, Simpson Secondary School (2010)