

**Fresher Resume with No Experience**

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**Objective**Motivated Business Administration graduate from New York University looking to start a career in marketing. Eager to apply comprehensive academic knowledge and enthusiasm for brand management to contribute positively to the dynamic team at ABC Marketing Inc.

**Education
New York University**, New York, NY
Bachelor of Science in Business Administration, May 2023
GPA: 3.75

**Relevant Courses**

* Introduction to Marketing
* Consumer Behavior
* Digital Marketing Strategies

**Projects and Assignments**

* **Market Research Analysis** (Capstone Project, Spring 2023)
	+ Conducted comprehensive market research to analyze consumer behavior trends and preferences.
	+ Presented findings to a panel of professors and peers, receiving commendation for detailed analysis and actionable insights.
* **Brand Strategy Proposal** (Digital Marketing Strategies, Fall 2022)
	+ Developed a brand strategy for a hypothetical startup focusing on sustainable fashion.
	+ Utilized digital tools to create a marketing mix model, demonstrating potential market impact and ROI.

**Volunteer Work
Anytown Community Center**, Anytown, NY
Event Coordinator Assistant, January 2022 - Present

* Assisted in organizing and managing community events, including fundraisers and educational workshops.
* Enhanced interpersonal skills and learned event planning logistics, contributing to successful community engagement.

**Skills**

* Technical: Microsoft Office Suite (Excel, Word, PowerPoint), Adobe Creative Suite
* Soft Skills: Strong communication, teamwork, problem-solving, time management

**Certifications**

* Certified Digital Marketing Professional, Digital Marketing Institute – 2023

**Activities and Honors**

* Marketing Club, New York University, Member, 2019-2023
* Dean’s List, New York University, Fall 2019 - Spring 2023

**Languages**

* English: Native
* Spanish: Intermediate

**References** Available upon request.