Fresher Resume with No Experience

John Smith

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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.