

# John Doe

123 Any Road  
Houghton, MI 49931  
123.456.7890  
jdoe@mtu.edu

**OBJECTIVE** - To obtain a full-time position in the field of Marketing

## EDUCATION

Michigan Technological University Houghton, Michigan  
**BS Sports Management – Marketing** Dec 2015  
GPA: 2.95 - Department GPA: 3.60

**Social & Alumni Relations Chair**, Kappa Delta Psi Men's Fraternity 2012 – Present

- Fraternity representative to manage several annual public/campus-wide events

**Advertisement & PR Chair**, Ducks Unlimited Michigan Tech Chapter Jan – May 2015

- Gathering public support from local businesses for financial backing and public outreach

## MARKETING & MANAGEMENT INTERNSHIP/PROJECT EXPERIENCE

**Mitsubishi Electric Automotive America**  
**Engineering Administration Internship - Heavy Duty Department** May – July 2015  
**Job:** Responsible for technical sales and marketing of starter motors and alternators for diesel engine applications

- Developed a cross-reference database linking current products to market competitors
- Worked within a team to design marketing material based from the cross reference database
- Held on-site presentations for current and prospective clients to drive sales and develop new business
- In charge of handling questions from clients on product-specific specifications
- Traveled to meet with major clients concerning benchmark testing for new production parts

**MTU Athletic Promotions & Marketing Internship** Jan 2013 – Present  
**Job:** Working under the Associate Athletic Director to promote athletic events and service corporate partnerships

- Planned and executed entertainment during event intermissions to boost brand awareness
- Handled event advertisements on-campus and throughout community via several different channels
- Worked with national companies to market their brand for upcoming campus visits
- Revitalized marketing plans to create new opportunities with current and potential corporate partners
- Improved community involvement/interest in basketball development camps to host 200+ high school athletes for the Men's and Women's program

**Michigan Technological University - FinnFest 2013 Logistics** Jan – Apr 2013  
**Project:** Provide transportation logistics and services support from Michigan Tech and Finlandia University in hosting 2000+ guests

- Lead a team of 10 Students
- Identified needs for event staff to safely manage local/international guest population between 26 venues
- Served as Michigan Tech's liaison with the FinnFest organization
- Established this strategic plan within a 3-month deadline
- Presented final implementation report to the Facilities Department
- Lead to increased revenue for local businesses while successfully delivering a memorable experience

## CO-CURRICULAR EXPERIENCE

**Varsity Football Team | Michigan Tech | 2011 - Present**

- Dedicated 20-30 hour weekly practice commitment balanced with full-academic schedule
- Studied/Executed hundreds of plays and formation strategies based on week-to-week opponents
- Developed troubleshooting and problem solving techniques in a high stress competition environment
- Apart of the 2014 team to tie the winningest record in school history as an offensive Full Back

**Parking Enforcement Agent | Transportation Services | Michigan Tech | 2013 – Present**

- 15+ hours/week maintaining full-class/varsity schedule
- Managing office paperwork for parking regulations to serve students and employees

**Bartender | Quincy's Restaurant & Bar | Dollar Bay, MI | 2011 - 2013**

- Worked 8+ hours per week maintaining full-class/varsity schedule, full-time in the summer
- Prepared all beverage orders, managed full-service bar, wait-staff, and all financial transactions

### Volunteer

- Varsity Football Relay for Life Team, Spring 2013, 2014
- Winter-Firewood Delivery, Little Brothers, Fall 2011, 2012, 2013, 2014
- Highway Clean-Up, Adopt-a-Highway, Fall, 2011, 2012, 2013, 2014