

# Savvy Sally

Digital Marketer | Relationship-Oriented Professional

## CONTACT

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## EDUCATION

### BA | BUSINESS ADMIN

*Concentration: Marketing*

*Minor: Psychology*

University of Oregon

Expected June 2026

- Business Honors Program
- American Marketing Association

## KEY SKILLS

- ✓ Microsoft Office Suite
- ✓ Adobe Creative Cloud
- ✓ WordPress
- ✓ HTML
- ✓ JavaScript
- ✓ Video Production
- ✓ Video Editing
- ✓ Fluent in Korean
- ✓ Literate in Japanese

## VOLUNTEER

- Special Olympics Partner
- Meals on Wheels Packer

## INTERESTS

- Photography
- Cooking
- Weightlifting
- Avid record collector

## LEADERSHIP EXPERIENCE

UO INTERNATIONAL BUSINESS AND ECONOMICS CLUB – EUGENE, OR

**Vice President of Marketing** September 2024 – Present

- Created social media accounts for the organization and built followings of 350 (Instagram) and 2,000+ (TikTok) by consistently posting engaging content.
- Led all marketing operations to drive new member recruitment initiatives by developing targeted campaigns and leveraging social media, resulting in a 200% increase in membership.

ADIDAS – Portland, OR

**Intern** June 2024 – September 2024

- Collaborated with a team of 10 to create incentives to drive users to Adidas websites and away from resale websites; increased website traffic by 40%.
- Managed and created advertisements on social media platforms through Meta Business Suite to create an intriguing clean feed to increase media engagement.
- Composed multiple advertisement sales pitches to the head digital media managers with ideas on how to increase website traffic leading to the launch of new innovative initiatives for company.

## COURSE PROJECT

MARKETING MANAGEMENT– Eugene, OR

**Team Member** April 2023 – June 2023

- Performed market analysis for assigned real-world company in a team of 4 to inform decision making process for new product.
- Developed social media marketing strategies and proposed partnering strategies to increase product distribution.

## OTHER EXPERIENCE

JIMMY JOHNS – Tempe, AZ

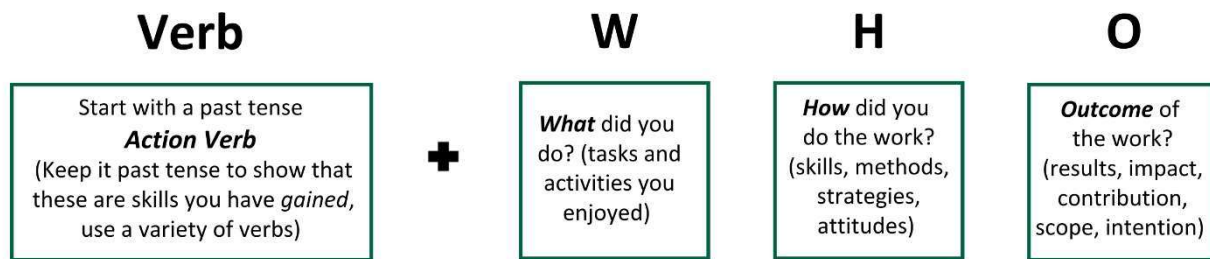
**Food Server** May 2022 – July 2023

- Facilitated efficient team communication during peak hours by coordinating with kitchen and delivery staff, ensuring timely and accurate order fulfillment.
- Maintained clear and professional communication with customers to address their needs and resolve any issues promptly, fostering a welcoming dining environment.

### U.S. Business Resume Tip:

A two-column resume enhances readability for human reviewers but may not be as effective for Applicant Tracking Systems (ATS). If applying online, consider using a one-column format to ensure your resume is properly scanned and processed.

Write strong, evidence-based bullet points following this method:



What = *Italicized*    How = **Bold**    Outcome = Underlined

#### Club Involvement Example

**Before:** • Participated in weekly meetings for a business club

**After:** • *Engaged in weekly business club meetings to discuss market trends and collaborate on case studies, developing analytical skills and expanding professional connections within the club*

#### Customer Service Example

**Before:** • Assisted with customer service calls

**After:** • Built positive relationships and improved client satisfaction by resolving customer inquiries and managed complaints with an empathetic approach

#### Data Organization Example

**Before:** • Updated data entries

**After:** • *Organized and maintained a database by managing 500+ client records, streamlining data retrieval, reducing processing time by 25%, and improving overall team efficiency.*

#### Class Project Example

**Before:** • Participated in a marketing course project for local business

**After:** • **Collaborated with a team of 4 to analyze the market for a local company, conducting competitor research, product mix evaluation, and a SWOT analysis, resulting in strategic insights for product development**

### Resume Tips

- Ask yourself, “**What key competencies do I want my readers to recognize?**” Bullet points should do more than list tasks—they should strategically shape your resume to highlight your strengths.
- Tailor your resume to match each job you apply for. Identify qualifications, skills, and responsibilities in the job description and reflect them in your past experience when possible.
- Come into Mohr Career Services (155 Lillis) or visit [mohr.uoregon.edu](http://mohr.uoregon.edu) to get feedback from career advisors!