

Name & Address
Centered
Email address

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→ **OBJECTIVE**

Use objective in lieu of a cover letter. Use “where there is a need for...” What do have to offer?

A position as marketing assistant where there is a need to expand markets and develop new marketing concepts, products and service of a technical nature to assure the highest possible return on expenditures.

→ **COMPETENCIES**

Industry specific skills you do very well and have great examples.

Market Research	Public Relations	Cost Analysis
Sales Strategies	Electronic Publishing	Product Promotion
Publisher	Photoshop	Database Management

→ **EDUCATION**

Education. Only schools you have graduated from.

The University of Texas at Tyler, Tyler, Texas.
Bachelor of Arts
Major: **Business**
Minor: **Marketing**

→ **EXPERIENCE**

Most recent experience First. Use keywords that Support competencies stated above. Be specific about tasks, responsibilities and accomplishments.

Markets Plus, Dallas, TX, 2004-2009.
Marketing Assistant

- Designed marketing flyers and brochures
- Designed and maintained website

Office Assistant

- Tracked and maintained all sales within new product division
- Wrote weekly reports for Regional Manager

Top Designs, Longview, TX 2000-2004.
Sales Associate, worked with stylist to develop marketing strategies to increase customer clientele.

- Created promotional ideas, increase sales by 300%
- Developed and distributed promotional collateral materials
- Tracked client appointments and new product sales

Underline Company
Bold job title
Bullet responsibilities

Be consistent.

→ **COMMUNITY AND PROFESSIONAL AFFILIATIONS**

Combine headers to show a greater involvement outside the workplace.

American Marketing Association, member
Women in Marketing, secretary
Second Harvest Food Bank, volunteer