

JANE DOE

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OBJECTIVE

- A position as a Marketing Intern

SUMMARY OF QUALIFICATIONS

- Successful experience in online sales of a range of products
- Knowledgeable of social media marketing strategies
- Extensive hands-on experience in market research
- Motivated and enthusiastic about developing good relations with clients
- Teamwork skills gained through collaborative, community-based research
- Creative and detail oriented

EDUCATION

- **Bachelor of Business Administration**, Trent University, Peterborough 2015-Present
Relevant Courses & Projects
 - Management, Marketing, Accounting, Human Resources, Computer Studies
 - Third Year Administration - Entrepreneurship and Small Business
 - Through Trent Community Research Centre, completed a project entitled: **Business Plan for a Peterborough Mail Order Company.**
 - Worked for **Community Opportunity and Innovation Network (COIN)** to assess the feasibility of developing an online business focussing on the sale of products produced in the Peterborough/Kawartha Lakes area
 - Produced report which assisted in the development of a website for a group of five local companies

RELEVANT SKILLS

ADVERTISING AND MARKETING

- Organized and styled merchandise for a giftware website
- Kept accurate, current computer records of inventory, international suppliers, brokers, shippers, etc.
- Handled all aspects of processing online orders
- Collaborated with stakeholders to develop a market research survey, conducted interviews, and interpreted results
- Oversaw the development of social media advertising and analysed its effectiveness

SALES AND NEW ACCOUNT DEVELOPMENT

- Increased a small publication's advertising revenue through innovative social media
- Developed new distribution outlets for a special-interest magazine
- Made cold calls and follow-up visits to retail outlets throughout the region
- Successfully increased readership by more than 40 percent over a two-year period

EMPLOYMENT HISTORY

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| Sales Coordinator | Jana Imports, Ottawa | Summer 2017 |
| Distribution Coordinator | Deja Vu Publishing Co, Toronto | Summer 2016 |
| Head Cashier | Bill's Dairy Products, Toronto | 2014–2015 |

References Available