



(412) 752-4155



your.name@gmail.com



Pittsburgh, PA

Madison Miller

CURRENT COLLEGE STUDENT

Profile

Dedicated college senior pursuing a Bachelor's degree in Business Administration with a concentration in Marketing. Excelled in coursework related to market research, consumer behavior, and digital marketing strategies. Seeking an opportunity to leverage strong quantitative and qualitative marketing skills to drive successful campaigns and deliver measurable results at [Company Name].

Skills

- Market research
- Consumer behavior analysis
- Marketing campaign planning
- Social media management
- Content creation
- Presentation skills
- Digital marketing strategies

Education

Bachelor of Science in Business Administration (Concentration: Marketing)

[University of Pittsburgh](#) | Pittsburgh, PA

Anticipated Graduation Date: May 20XX

GPA: 3.7/4.0

Relevant Coursework: Principles of Marketing, Market Research and Analytics, Consumer Behavior, Digital Marketing Strategies, Brand Management, Marketing Ethics and Corporate Social Responsibility

Internship Experience

Marketing Intern

[Bright Star Solutions](#) | Pittsburgh, PA | June → August 20XX

- Assisted in planning and executing a digital marketing campaign for a new product launch, resulting in a 15% increase in website traffic and 11% boost in online sales within the first month
- Conducted market research, including surveys of 300+ consumers, to identify target audience preferences and inform campaign strategies
- Created engaging social media content, growing the company's Instagram following by 18% over 3 months

Volunteer Experience

Event Volunteer

[Pittsburgh Marketing Conference](#) | Pittsburgh, PA | Fall 20XX

- Assisted with on-site registration, attendee check-in, and event logistics for a large-scale marketing conference
- Provided exceptional customer service and support to attendees, ensuring a seamless and enjoyable experience