



Contact

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Education

Colorado State University
Fort Collins, CO

Bachelor of Science:
Business Administration

Concentrations:
Marketing and Management
May 20XX
GPA: 3.7

University Honors Scholar
Thesis: How Branding Effects
Consumer Willingness to Purchase

Certificate: Entrepreneurship

Social Media



Technical Skills

- ◇ Google Analytics
- ◇ Adobe Creative Cloud
- ◇ Wordpress
- ◇ Squarespace
- ◇ Video Production
- ◇ Audacity
- ◇ Final Cut Pro
- ◇ SEO
- ◇ Project Management
- ◇ Event Planning

Mark Etting

Social Media | Analytics | Events

Well-developed social media strategist with knowledge of contemporary trends acquired through course work and hands-on social media experience. Proven ability to increase revenue by 10% through social media expertise

Social Media Experience

Social Media Intern, ASAP Special Events 12.XX - Present
Colorado State University- Fort Collins, CO

- ◇ Market over 15 events on campus using Twitter, YouTube, and Instagram; attracted over 3,000 attendees
- ◇ Increased event sales by 10% from last year through integrating Facebook, Snapchat, and Pinterest into marketing efforts
- ◇ Communicated with followers of Instagram daily by posting over twice per day

Colorado Eagles Hockey Ticket Sales, Buyer Behavior (MKT 361) 11.XX
Colorado State University - Fort Collins, CO

- ◇ Created followers on Instagram during 3 pre-season Eagles games to promote future ticket sales
- ◇ Developed target market for Eagles tickets and strategically used Facebook to promote campaign
- ◇ Utilized guerilla marketing campaign to sell Eagles tickets which resulted in achieving top performer out of 30

Additional Experience

Customer Service Assistant, 24 Hour Fitness - Slow Rapids, UT 1.XX - 8.XX

- ◇ Received outstanding employee of the month within first 3 months of employment for training staff on social media
- ◇ Sold highest number of memberships and personal training sessions among sales staff for 4 consecutive months
- ◇ Created Instagram account to promote programming and services resulting in over 2,000 followers

Leadership

President/Member, Marketing Club 2.XX - Present
Colorado State University - Fort Collins, CO

- ◇ Restarted club after inactivity for 2 years, resulting in 100 members and co-sponsored event that brought in 20 employers and 75 students
- ◇ Use Facebook and LinkedIn to market club and attract members