

## RÉSUMÉ WRITING

# Sample Résumé: Marketing

## SAM CHU

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### Profile

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Successful marketing student graduating in Fall 2017 seeking a full-time position focusing on **brand marketing** and **market research**. Creative, action-oriented problem solver with a strong entrepreneurial spirit who thrives on coming up with innovative solutions to day-to-day business challenges. Collaborative work ethic, dynamic public speaking/presentation skills. Able to build strategic business alliances in both English and Cantonese.

### Credentials

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**Bachelor of Administrative Studies (Honours), Marketing**  
York University

Expected Fall 2017

### Marketing Experience

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**VP of Internet Marketing**, Canadian Marketing Association, York University Sept. 2014 – Jan. 2017

- **Re-designed the website for the CMA**, YorkU chapter ([www.yorku.ca/cma](http://www.yorku.ca/cma)) with a focus on easy navigation; administered the website as Webmaster ensuring regular updates
- Monitored and analyzed website traffic to measure the effectiveness of marketing promotions
- Developed promotional materials including event poster ads, booth flyers, campus posters, and e-coupons for campus and online distribution **resulting in increased event attendance**
- Delivered presentations to large groups of students to increase awareness of the association's activities

**Marketing Research Intern**, York University

Oct. 2015 – Mar. 2016

- Assisted a Marketing Professor in **revising "Modern Marketing: First Canadian Edition"** to publish a second edition with updated material aimed towards first-year marketing students
- Reviewed existing textbook materials and researched updated statistics, textbook examples, and pictures to replace textbook contents

**Toronto Walking Tours (TWT)**, York University Marketing Project

Sept. – Dec. 2016

- Advised *TWT* on need to identify target markets, reconsider existing advertising channels to **increase effectiveness, save costs, and allow easier navigation on company website**
- Strengthened initial marketing initiatives by identifying a target market on which to focus strategies
- Produced an in-depth marketing plan with a detailed market analysis and actionable strategies **increasing revenue and awareness** over the course of the year

**Finance First Training**, York University Marketing Project

Sept. – Dec. 2015

- Produced a thorough marketing plan for a mock start-up company (Finance First Training) offering training services and business consulting to clients in the financial industry
- Presented final marketing plan to professor and students demonstrating evidence of probable success for this start-up company in the current Canadian market
- **Commended by Professor for professional quality of business idea and marketing plan** to be considered for implementation as a post-graduate business opportunity

## Additional Experience

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**Call Centre Agent**, Nelson Marketing Corporation (Part-time) Dec. 2014 – present

- Managed multiple line inbound calls, and provided friendly and professional customer service
- Demonstrated flexibility by handling multiple and often urgent priorities and providing relief service as a Real Estate Front Desk and Appointment Person, Product Order Desk Clerk, and Virtual Receptionist
- Handled a fast-paced call centre environment calmly, answering over 100 phone calls per day while **meeting organizational standards and quotas**
- Successfully built relationships with clients over the phone, and engaged in active listening to understand their needs and recommend appropriate products, services and agents
- **Proven record of resolving customer inquiries** and issues individually and as part of a team

**Purchasing and Inventory Clerk**, Chelsea Marketing Group Inc. Sept. 2013 – May 2014

- Processed a **high volume of purchase orders and reorders** promptly and courteously, created UPC label samples, and ensured vendor item unit prices and pricing descriptions were up-to-date on the company's management system
- Provided direct support to the Purchasing Manager in daily purchasing activities
- Contributed to the **successful conversion** of existing purchase orders to a new company database system resulting in increased efficiency of internal informational access

**Accounting Assistant**, Carlysle Consulting Inc. Summers 2012 – 2013

- Reviewed, analyzed, and evaluated receipts and bank documents pertaining to the finance and expenses of clients for bookkeeping purposes
- Accurately maintained clients' confidential financial records on company's MS Access database
- Performed computer maintenance such as data backup, security upgrades and virus removal

**Teaching Assistant/Counsellor**, Summer Gospel Camp May 2012

- Demonstrated leadership skills by effectively managing ESL classes and extra-curricular activities of multiple groups of children
- Delegated tasks to volunteers, providing clear instructions and supportive supervision
- Organized cooperative learning activities to motivate students' learning interest

## Computer Expertise

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- Proficient on both the Mac and PC platforms
- Advanced proficiency with MS Office, particularly MS Excel (skilled in using pivot tables, vlookups and macros)
- Working knowledge of Adobe Photoshop, Dreamweaver and InDesign for graphic design and website maintenance

## Memberships and Accomplishments

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**Member**, Canadian Marketing Association 2014 - present

**Black Belt in Martial Arts**, Canadian Martial Arts Studio 2011 - 2014

**Certificate of Endorsement in Business Studies**, Simpson Secondary School 2013