**Jacob Martinez** jmartinez@gmail.com

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**OBJECTIVE**

Visual Sales and Marketing Internship at Volcom for Summer 2019

**EDUCATION**

Orange Coast College, Costa Mesa, CA ExpectedJune 2020

Associate of Science Degree / Certificate of Achievement

Major: **General Marketing**

GPA: **3.4**

**Relevant Coursework**: Professional Communication; Introduction to Marketing; Principles of Advertising; Business English; Introduction to Sociology

**SALES AND MARKETING EXPERIENCE**

Chevrolet Marketing Internship Program, Los Angeles, CA May 2018 – Aug. 2018

**Marketing Intern**

* In a team of 9, designed and implemented large scale special event to promote the new Chevrolet Cobalt
* Acted as head of the Print and Publishing Department for implementation of Tsunami Relief Concert
* Developed and edited all printed reports and PowerPoint presentations
* Assisted Public Relations Department with media kits and local press releases
* Assisted Advertising Department with development and distribution of event fliers, posters, and banners

Orange Coast College, Costa Mesa, CA Sept. 2017 – May 2018

**Marketing Research Project (Irvine Animal Shelter)**

* Facilitated primary and secondary market research for the Irvine Animal Shelter
* Developed and administered test market surveys
* Statistically analyzed survey results using Excel
* Composed executive summary and presentation highlighting recommendations and marketing approach

**WORK EXPERIENCE**

Nordstrom’s, Santa Ana, CA Jan. 2017 – Present

**Sales Associate**

* Assisted customers and promoted strong customer relations in the Men’s Sportswear Department
* Responsible for meeting daily sales quota set by department manager
* Maintained up-to-date product knowledge
* Conducted electronic department inventory
* Ranked as a top salesperson in the department and storewide

OC Children’s Boutique, Costa Mesa, CA April 2015 – Jan. 2017

**Sales Associate**

* Daily assisted customers in designing and purchasing children’s furniture and accessories
* Implemented new filing system for purchase orders, inventory, and open accounts
* Met with company representatives to place merchandise orders
* Designed weekly window displays and trained new employees

**ADDITIONAL INFORMATION**

* *Computer Skills*: MS Word, MS Excel, MS Publisher, PowerPoint, Prezi, WordPress
* *Marketing Skills*: Market research, campaign strategies, visual presentation strategies, business-to-business marketing, and e-commerce management
* *Interests*: Skateboarding, surfing, snowboarding, web design, and E-sports
* *Personal Attributes*: Excellent attention to detail, outgoing and team-oriented, solid follow thru