

Jacob Martinez

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OBJECTIVE

Visual Sales and Marketing Internship at Volcom for Summer 2019

EDUCATION

Orange Coast College, Costa Mesa, CA

Expected June 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