

CHRONOLOGICAL RESUME

MARIA JUAREZ
51 Valencia Street
San Francisco, CA 94110
(415) 661-xxxx
mjuarez@sfsu.edu

OBJECTIVE

An entry level marketing position with Reynolds and Reynolds

EDUCATION

Bachelor of Science in Business Administration, Marketing
San Francisco State University, May 20xx

INTERNSHIP

20xx
Marketing / Sales Intern, Progressive Microproducts
San Francisco, CA

- Marketed personal computer hardware and software to approximately 10 customers daily
- Participated in five computer trade shows in the California Bay Area
- Developed and implemented marketing and advertising strategies, including social media tools, to promote new products

RELATED EXPERIENCE

19xx-20xx
Management Trainee / Salesperson, Grand Auto, Inc.
Oakland, CA

- Performed sales work for auto parts chain store with annual sales exceeding \$35 million
- Compiled an impressive sales record and was recognized with numerous awards for outstanding performance
- Maintained large store inventory utilizing a computerized inventory system

19xx-19xx
Associate VP, Marketing Association at SF State
SF State University, San Francisco, CA

- Coordinated monthly meeting, including room reservation and email announcements
- Produced advertising pieces, including digital flyers, for group events

ASSOCIATIONS

Member, Marketing Association at SFSU
SF State University, San Francisco, CA

COVER LETTER

<Your Street Address>
<City, State, ZIP Code>

<Date>

<Name of Contact Person>
<Contact Persons Title (if appropriate)>
<The Organizations Name
<Address
<City, State, ZIP Code

Dear Ms. /Mr. <insert contact persons name>:

Stephen P. Dhanens, who is currently working for Reynolds and Reynolds, has suggested that I submit my resume to you for your consideration. I am a senior at San Francisco State University majoring in marketing. I plan to graduate in the Spring of 20xx, and I am looking for an entry-level marketing position with Reynolds and Reynolds, one of the world's leading marketing companies.

According to American Marketing magazine, September 20xx, "Reynolds and Reynolds has a commitment to quality and client service, and is looking for candidates who can maintain its standard of excellence." In my experience, I have participated in various computer trade shows as well as developed creative marketing strategies that have increased company sales by 25%. I believe my experience has helped me develop the skills Reynolds and Reynolds is looking for in their new recruits. Therefore, I consider myself a strong candidate for your company.

I am excited about the opportunity to meet with you to discuss the qualifications I have described in my resume. I will contact your office within the next week to determine a convenient time for an appointment to review employment opportunities within your organization. In the meantime, if you have any other questions, I can be reached at (415) 333-xxxx or mjuarez@sfsu.edu.

Sincerely,

(sign your name)
(type your First and Last name here)

Enclosure

FUNCTIONAL

MARIA JUAREZ
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OBJECTIVE An entry level marketing position with Reynolds and Reynolds

HIGHLIGHTS

- Over three years experience in marketing to various clientele
- Recognized with numerous awards for outstanding retail performance
- Attentive listener and effective team player

EDUCATION Bachelors of Science, Business Administration,
focus in Marketing
San Francisco State University, May 20xx

RELATED SKILLS/EXPERIENCE

Marketing / Sales

- Marketed personal computer hardware and software to approximately 10 customers daily
- Developed and implemented marketing and advertising strategies, including social media tools, to promote new products
- Performed sales work for auto parts chain store with annual sales exceeding \$35 million

Organization / Planning

- Maintained large store inventory utilizing a computerized inventory system
- Coordinated monthly meeting, including room reservation and email announcements

PROJECTS

- Researched and presented 5 page paper on computer technology trends
- Collaborated with four person team to create complete marketing plan for fictitious computer company

EMPLOYMENT Marketing / Sales Intern, Progressive Microproducts, SF, CA 20xx
Management Trainee, Grand Auto, Inc., Oakland, CA 19xx-20xx

REFERENCES

Available Upon Request

RELEVANT COURSEWORK

MARIA JUAREZ
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EDUCATION

Bachelors of Science, Business Administration, focus in Marketing
San Francisco State University, May 20xx

RELEVANT COURSEWORK

Fall 20xx

Marketing Management

- Utilized course knowledge to assess, plan, and organize total marketing plan for theoretical computer company
- Identified and adjusted plan over the semester for optimum success
- Presented end of semester report to class of 30 students

Spring 20xx

Consumer Behavior

- Developed knowledge of consumer behavioral needs and motivational theory
- Researched and wrote 10 page paper on the influence of perception on consumer behavior

OTHER EXPERIENCE

Fall 20xx

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