

# STAR BUSINESS

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## Objective

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A full-time position in the market research field that will utilize hands-on experience and demonstrated communication, analytical and organizational skills. Work well independently and as part of a team.

## Education

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**Seton Hall University**, Stillman School of Business  
Bachelor of Science in Business Administration  
Dual Concentration in Marketing and Management  
Certificates in Market Research, Supply Chain Management, and Information Technology  
GPA: 3.7 *Magna Cum Laude*, Dean's List (all semesters)  
Recipient of Seton Hall University Academic Scholarship (4 year award)

South Orange, NJ  
May 20xx

## Projects

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**Market Research for Planet Honda, Marketing Research Center** Jan. 20xx-May 20xx

- Collaborated with a team to assess client needs and business challenges
- Designed an online questionnaire and conducted on site focus group to collect data
- Analyzed data, created a presentation and made recommendations to the client resulting in a change in their marketing campaign

## Experience

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**Market Research Center-Seton Hall University**

*Undergraduate Research Assistant*

South Orange, NJ  
Jan. 20xx-May 20xx

- Executed the installation of a new online survey platform for all Stillman students
- Drafted a proposal for the board of Centers of Excellence resulting in a nomination for the Center

**Barnes and Noble**

*Marketing Partnership Intern*

Basking Ridge, NJ  
Sept. 20xx-Dec. 20xx

- Coordinated on campus event logistics while working directly with Marketing Specialist in bringing marketing programs to campus
- Assisted with program communication to the field organization and at photo shoots
- Managed online presence, launched and removed online articles, provided field support, and ensured compliance with company standards

**Warner Music Group**

*Talent Acquisition Intern*

New York, NY  
Sept. 20xx-Dec. 20xx

- Conducted phone screens for potential candidates for the college internship program and made recommendations for candidate follow-up
- Assisted with reference checks for full-time candidates

**Weichert Realty Services**

*Marketing and Research Intern*

Madison, NJ  
Sept. 20xx-Dec. 20xx

- Created marketing materials used to attract new clients
- Researched commercial property details using several databases and online sources
- Tracked and compiled commercial real estate transactions using online database tools

## Skills

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**Computer:** Advanced MS Excel, PowerPoint, Access, Publisher, Word; Prezi; Qualtrics software

**Social Media:** Twitter, Facebook, LinkedIn, Instagram, Tumblr, Snapchat

## Leadership and Honors

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Marketing and Management Honor Societies, Inducted 20xx

Alpha Kappa Psi, Co-ed Professional Business Fraternity-*VP of Marketing*, 20xx-20xx

- Worked with a team to develop marketing materials for all AKP programs using both print and social media