

Bran Ding

111-222-3333

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987 Synergy Circuit, Moscow, ID 82843

Education

Bachelor of Science in Marketing

May 20xx

Minor: Public Relations

University of Idaho, Moscow, ID

GPA: 4.00

Course Highlights

Marketing Management

International Marketing

Product Development and Brand Management

Services Marketing

Pricing Strategy and Tactics

Marketing Channels Management

Media Writing

Mass Media Ethics

Public Relations Campaign Design

Experience

Manager of Public Relations, Vandal Solutions, Moscow, ID

Fall 20xx – Spring 20xx

- Led a team of three public relations specialists to uphold positive company image
- Reported to the administrative team about the progress of public relations
- Developed a social media campaign to highlight the power of Vandal Solutions
- Maintained a strong community presence through volunteer outreach and service
- Wrote press releases about current business standards and practices for public dissemination
- Managed two public relations interns and trained them in public relations and company standards

Digital Marketing Intern, Nike, Inc. World Headquarters, Beaverton, OR

Summer 20xx

- Assisted in the management of the Nike brand through digital channels such as social media
- Analyzed market reports to help understand consumer trends and optimize marketing
- Collaborated with the digital marketing team to develop marketing plans and strategies
- Educated other branches of the company on the functions of social media
- Presented a well-researched social media marketing plan to the directors' board

Marketing Intern, Reading Fightin Phils Baseball Team, Reading, PA

Summer 20xx

- Created a marketing plan and strategy for a new season ticket marketing campaign
- Assisted in the management of social media and website content
- Planned a unique "School's Out" event for the first home game in June
- Budgeted the financial needs of the "School's Out" event to fit into the marketing budget
- Communicated with event volunteers and workers to ensure a positive customer experience

Skills

Computer: Proficient in SAP-CRM, Microsoft Office Suite, and experienced in Facebook, Twitter, Google+, LinkedIn, Tumblr, and Pinterest

Language: Conversational in Spanish

Community Service and Activities

Participant, Alternative Spring Break Service Trip, Atlantic City, NJ

Spring 20xx

Volunteer, Make a Difference Day, Moscow, ID

October 20xx, 20xx

Executive Board Member, Kappa Sigma, Moscow, ID

Fall 20xx – Spring 20xx