### KELLY BLACKWELL

Address Line 1 Address Line 2, City, State Zip **|**

(212) 256-1414 **|** kelly.blackwell@gmail.com

*Energetic and passionate college student working towards a BS in Marketing at the University of Georgia. Gained expertise in data analysis, publication marketing, web based advertising, and brand consulting. Aiming to use my knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing internship at your company.*

# Education

**University of Georgia, Athens, GA**

Bachelor of Science in Marketing, Expected Graduation May 2019

* **GPA: 3.**8/4.0
* **Relevant Coursework** – Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
* **Honors & Awards:**Dean’s List, Received third place in UGA’s business plan competition
* **Clubs:**UGA Chapter of the American Marketing Association, Mu Kappa Tau

# Marketing Experience

**PET BUSINESS MARKETING CAMPAIGN**

* Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination social, email, and offline marketing techniques
* Surveyed pet owners in Athens to collect detailed data on the behavior of our target customer
* Developed a campaign budget of $1,500 which we estimated to be the minimum cost that would yield the highest return on investment (ROI)
* Mined and analyzed four customer databases and user surveys to identify purchasing trends, and designed new sales and marketing strategies to target existing customers and develop new revenue streams

**BUSINESS PLAN COMPETITION**

* Entered UGA’s business plan competition with a group of 4 classmates to build a mock food truck business
* Managed all of the marketing aspects of the business plan including industry analysis, customer trends, market growth, positioning, and promotions.
* Received 3rd place out of the 30 teams that entered the competition

# Additional Skills

* In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest
* Adept with Microsoft Office Suite
* Chinese: Advanced
* Familiar with consumer research tools: AYTM and GutCheck

Dear Job Seeker,

If you’re struggling to write your resume, **don’t worry.** You’re in good company – everyone has difficulties making a resume. For a high quality resume that will land you employment, we recommend [consulting the certified experts at Resume Writer Direct](https://resumewriterdirect.com/?utm_source=Word_Doc&utm_medium=RWD_Link&utm_campaign=RG_Downloads).

Or, here’s some other content that might help you finish your resume.

* [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)
* [How to Write a Resume](https://resumegenius.com/how-to-write-a-resume?utm_source=Word_Doc&utm_medium=How_to_Write_Resume_Link&utm_campaign=RG_Downloads)
* [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)

Oh, and by the way, **you’re also going to need a cover letter.**

* [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)
* [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)
* [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)