

CARL HERNANDEZ

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PROFILE

Seeking a marketing position. Interested in conducting research and designing marketing strategies. Offering experience in promotions, advertising, newsletters and market research. Strengths include:

- Proven track record of “getting things done”
- Always seeking to expand skills, take on special projects
- Effective communicator, written and spoken, English and Spanish

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science Degree in Business Administration, May 20xx

Major: **Marketing** Minor: **Advertising** GPA: 3.0 /4.0; Major GPA: 3.4/4.0

EXPERIENCE

Spring 20xx

Marketing Intern, YMCA of Milwaukee, Milwaukee, WI

- Conceptualized and designed promotional, advertising and publicity materials for the People of Distinction Awards in both English and Spanish
- Maintained contact and provided information to participating contributors, nominators, nominees and award recipients
- Developed new member marketing packets
- Wrote and edited monthly newsletters

Fall 20xx

Market Research Intern, Paxton Technologies, Waukesha, WI

- Studied the fundamentals of QS9000 certification and developed a survey to measure present progress toward certification
- Administered survey to company’s clientele and analyzed responses
- Presented results to Paxton’s National Executive Board
- Used results to design plan that increased company’s efficiency

Summer 20xx

Marketing Coordinator, Enrollment Management, Marquette University, Milwaukee, WI

- Designed survey instruments and summarized market research results
- Completed research projects including a competitor analysis and a student satisfaction assessment
- Coordinated advertising campaign including budgeting, arranging newspaper placement and maintaining communications with the assisting design firm

Summers 19xx-20xx

Laborer, Gutierrez Drywall Company, Milwaukee, WI

ACTIVITIES

Sigma Lambda Beta Fraternity, President
Volunteer, Council for the Spanish Speaking

Hall Council Board Member
Hunger Clean-Up Leader

AWARDS

Kimberly-Clark Scholar
Beta Gamma Sigma Business Honors Society
Alpha Sigma Nu Jesuit Honors Society

Outstanding Leadership Award
Ignatius Scholar
Heller Foundation Scholar

REFERENCES AVAILABLE UPON REQUEST

Julie Sanders

965 N. 15th St. • Milwaukee, WI 53233 • 414-288-3587 • Julie.Sanders@marquette.edu

OBJECTIVE Seeking a position in **investor relations** with the opportunity to utilize highly developed organizational and communication skills in a diverse environment.

EDUCATION MARQUETTE UNIVERSITY Milwaukee, WI Graduation May 20xx
Bachelor of Science Degree in Business Administration
Major: **Finance** Minor: **Marketing**
GPA: 3.4/4.0

SKILLS Computer: Microsoft Office (Word, Excel, PowerPoint)
Personal: Strong interpersonal communication skills, hard worker, reliable, dedicated, efficiently complete tasks as demonstrated throughout college career and in high pressure internship position.

RELATED WORK EXPERIENCE Glenview State Bank, Glenview, IL Summer 20xx
Intern

- Managed monetary transactions for personal accounts
- Collaborated with and assisted Department of Investments
- Conducted customer satisfaction surveys and added to statistics
- Updated customer information and data entry

OTHER WORK EXPERIENCE Target, Glenview, IL Summers 20xx
Cashier/Customer Service

- Operated cash register
- Handled customer service concerns
- Entered the deposit after night shifts
- Stocked inventory

ACHIEVEMENTS

- Ignatius Academic Scholarship
- Member of Students Against Drunk Driving (SADD)
- Dean's List recipient 4/5 semesters
- Math tutor

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