**Peter Jones**

Phone Number | Email | City, State

LinkedIn URL

EDUCATION

**West Virginia University,** Morgantown, WV May 20XX

Bachelor of Science in Business Administration *GPA: 3.35*

Major: **Marketing |** Area of Emphasis: **Professional Sales**

Minor: **Data Analytics**

INTERNSHIP EXPERIENCE

**PepsiCo,** Lynchburg, VAJune 20XX-August 20XX

**Sales Intern**

* [Begin with action verb; focus on your accomplishments/results & value added to the origination]
* Led customer-facing projects, boosting customer satisfaction by 10% and increasing sales revenue by 12% through effective selling techniques and exceptional service.
* Developed leadership skills by influencing and coaching frontline selling associates, leading to a 15% increase in team goal achievement and overall sales performance.
* Engaged in high-visibility meetings with senior leadership and peers, presenting sales metrics and project results to drive strategic decision-making.
* Applied creativity and an entrepreneurial mindset to execute sales programs, activating local and national initiatives to enhance brand performance and achieve key volume and revenue metrics.

WORK EXPERIENCE

**American Eagle | Cranberry Township, PA** June 20XX-Present

**Brand Ambassador**

* Increase customer satisfaction ratings by 20% through personalized styling recommendations and trend-based promotions.
* Boost brand loyalty program sign-ups by 15% through the use of effective customer service skills.
* Maintain 99% cash transaction accuracy and reduced checkout wait times by 10%.

EXTRACURRICULAR ACTIVITIES

**VP, American Marketing Association (AMA), WVU Chapter** August 20XX-Present

* Oversee weekly meetings, volunteer events, and guest speakers, increasing event attendance and member engagement by 25%.
* Enhance coordination and information flow by maintaining attendance records and reviewing communications, improving organizational efficiency.
* Boost membership by 30% through effective coordination of chapter recruitment activities.

**Member, Professional Sales Club** January 20XX-Present

* Awarded Second Place out of 30 students in the 2024 Fastenal Sales Competition.
* Participate in career-building activities such as workshops and trainings.

UNDERGRADUATE PROJECT

**Proctor & Gamble, Braun Subdivision (WVU Partnership)**Fall 20XX

* Utilized research methods to collect primary and secondary data about Braun and millennial buy habits.
* Created new ideas for Proctor & Gamble to increase revenue and build brand awareness.
* Presented findings to Proctor & Gamble’s marketing team members at their headquarters.

TECHNICAL SKILLS & Certifications

* Microsoft Office 365, MailChimp, Salesforce.com, GoogleAdWords Certified, Hootsuite Certified, Adobe CS, iMovie, Hubspot Inbound Marketing Certified, Experience in SPIN Selling method