

# SAMPLE RESUME

## Clyde Mountain-Lion

Colorado Springs, CO | 719-255-3340 | careers@uccs.edu | www.linkedin.com/in/uccscareercenter/

### Summary of Qualifications

Highly motivated university mascot and team player with unquestionable work ethic and a drive for excellence. Known for compelling presentation style and ability to engage diverse populations. Innovative thinker; can work independently and in teams with demonstrated ability to create client loyalty and enthusiasm. Effective problem solver with strong communication skills. Creative marketing strategist well-versed in all forms of digital media and event planning.

### Skills & Capabilities

- MS Office Suite
- Leadership/Conflict management skills
- Personable/Approachable
- Organized/Attention to detail
- Multi-tasker capable of prioritization
- SEO Identification/Analysis
- Critical thinking/Decision making skills
- Web content management
- Client satisfaction capability
- Engaging oral presenter

### Education

#### Bachelor of Art in Communication

Anticipated Graduation: May 2020

University of Colorado, Colorado Springs (UCCS)

- Emphasis in Marketing, Minor in Business, GPA: 3.76, Dean's List

### Work & Related Experience

#### Banquet Server

*Clyde's Gastropub, UCCS, Colorado Springs, Colorado*

August 2018 – Present

- Greet and direct guests to dining areas and tables.
- Maintain working knowledge of food, health, safety and sanitation procedures.
- Provide the highest level of customer service possible.
- Respond to guest requests, supervisors and management in a timely manner.

#### Marketing Intern

*D.A Davidson Companies, Colorado Springs, Colorado*

May 2017 – August 2018

- Assisted with promotion of three events and posted directly to multiple media venues including Facebook, Twitter, Instagram, Snapchat and LinkedIn, increasing attendance by 13% from previous year.
- Created promotional materials for online marketing efforts with consistent branding message.
- Researched and analyzed marketing trends utilizing Google analytics.
- Provided comprehensive marketing plan with adopted recommendations enabling employer to cater marketing efforts to targeted populations; increased market share by 10%.

#### Marketing Research Class Project

*UCCS, Colorado Springs, Colorado*

January 2017 – May 2017

- Developed go-to-market strategies and marketing plans for named vertical/sub-vertical.
- Analyzed buying trends from a variety of data sources, determining areas of unaddressed market opportunity.
- Synthesized and translated data into cohesive marketing strategy.
- Developed vertical centric sales enabled assets and programs and created marketing strategy.

# SAMPLE COVER LETTER

## Clyde Mountain-Lion

Colorado Springs, CO | 719-255-3340 | careers@uccs.edu | www.linkedin.com/in/uccscareercenter/

September 15, 2019

Mrs. Claire Taylor  
Director, Human Resources  
Content Developers, Inc.  
5555 No Name Street  
Colorado Springs, Colorado 80918

Dear Mrs. Taylor,

Enclosed is my resume for your consideration of the SEO Specialist (Job# 1234) position located in Colorado Springs. As you may recall, we spoke briefly at the October 2019 Career and Graduate Fair at the University of Colorado Colorado Springs (UCCS) about this position and you suggested I apply.

As I mentioned at the career fair, I am currently working towards a Bachelor of Arts degree in Communication with a minor in business and am very interested in this part-time position. I believe my current studies, coupled with my previous internship experience have prepared me with a well-rounded education and job ready skills that would be a good fit for this position.

To your company, I can bring expertise in Google Drive products, Google Analytics and a strong foundation in Wordpress knowledge. Additionally, I am well-versed in using SEMrush and other similar analytical tools. In a past internship experience, I supervised three hourly employees and successfully helped to optimize content across multiple websites for republishing in order to obtain the best SEO results possible and increase traffic to websites. I also proposed, drafted and pitched a highly effective communication strategy plan that was implemented by the employer with excellent results.

Content Developers, Inc. embodies the values, opportunities for growth, and appreciation of diversity that I seek in my future employer. My dedication and desire to learn and succeed are qualities that I believe would make me a match for the position of SEO Specialist.

Thank you for your consideration. I look forward to discussing my experiences and qualifications with you soon.

Sincerely,



Clyde Mountain-Lion

**Need More Writing Help?**

**The Excel Writing Center in Columbine Hall  
(Room 316) can also help you wordsmith your  
resumes and cover letters.**