**JILL SMITH**

**Education**

University of Texas, Austin, TX — Bachelor of Science in Business

Expected Graduation May 2023

Cumulative Grade Average: B

**Relevant Courses**

Marketing Research, International Marketing, Media Communications, Public Relation Strategies, and Advertising and Promotions.

**Work Experience**

**Marketing Intern, ABC Company; Austin, TX — December 2021 - Present**

• Completed marketing research project on 10 potential new clients.

• Organized and analyzed data.

• Assisted with event planning for promotional events with 250 attendees.

**Barista, Joe’s Coffee; Austin, TX — June 2020 – December 2021**

• Developed rapport with customers through superior customer service.

• Over $1000 in monthly coffee sales for five consecutive months.

• Contributed to a strong team environment by open and clear communication.

• Operation of cash register and payments with minimal variances.

**Projects** - completed during courses at University of Texas

**Marketing Coordinator, Spring Semester 2020**

• Developed advertising plan for Joe’s Coffee, Austin, Texas.

• Designed and implemented structured random surveys.

• Created promotional flyer.

**Advertising Manager, Fall Semester 2019**

• Composed advertising plan for Austin, Texas-based grocery store.

• Created 5 print and radio advertisements.

**Skills**

Market research, marketing plans, customer service, sales, social media usage, Photoshop, InDesign, Microsoft Word, Excel, and PowerPoint

Spanish - Intermediate

**Volunteering**

Boys and Girls Club of Central Texas

**Interests**

Music, sports, traveling, and reading