

Carla Hernandez

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EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science in Business Administration

May 2019

Majors: **Marketing & Entrepreneurship**

GPA: 3.3/4.0

UNIVERSITY DE DUESTO, San Sebastian, Spain

Study Abroad: Spanish Language Focus

Spring 2017

- Completed two academic courses instructed in Spanish.
- Pursued educational and cultural travel opportunities to: France, Germany, and Northern Africa.

Commented [LA1]: Similar to including "Milwaukee, WI" w/ Marquette and to remain consistent, Carla includes the city and country in her study abroad information.

Commented [LA2]: Carla describes the academic relevance of her study abroad program.

Commented [LA3]: Carla shows employers that she was thoughtful and strategic in her study abroad travel plans to get the most out of the experience.

Commented [LA4]: Carla uses descriptive section headers to focus an employer's attention on her marketing experience.

MARKETING EXPERIENCE

Marketing Intern

June 2017 – Present

YMCA OF MILWAUKEE, Milwaukee, WI

- Conceptualize and design English and Spanish language print and web advertising materials for People of Distinction awards.
- Maintain contact with and provide information to 250+ contributors, nominators, nominees, and award recipients.
- Develop new member marketing packet, add new member information to MS Access database.
- Write and edit monthly newsletters distributed to 2,000+ members.

Marketing Student Staff

September 2017 – Present

ENROLLMENT MANAGEMENT, Marquette University, Milwaukee, WI

- Complete research projects including a competitor analysis and student satisfaction assessment. Suggestions based on research resulted in layout changes to Q&A webpage.
- Analyze response rates from direct mail outreach to high school sophomores and juniors.
- Provide courteous service to prospective students and families visiting the office.

Commented [LA5]: Reverse-chronological order applies to end date. With this rule, Carla could strategically select the role to list first within her experience section. Notice that while Carla is using abbreviated dates, month names with four or fewer letters (May, June, July) do not have an abbreviated form.

Commented [LA6]: Carla lists the most relevant bullet points first. (Within each section, bullet points can be listed strategically and do not need to represent the distribution of your responsibilities.)

CAMPUS LEADERSHIP

President, DELTA XI PHI SORORITY

September 2017 – Present

- Oversee activities, membership, officers, and \$20,000 operating budget.
- Served as Social Chair (April 2015 – December 2016) and member (October 2015 – Present)

Commented [LA7]: While Carla contributes through each of these leadership experiences, her most extensive leadership exists within the role of President. As a result, this role is listed with descriptive bullets and the others are listed more succinctly.

Volunteer, COUNCIL FOR THE SPANISH SPEAKING

October 2015 – May 2016

Board Member, HALL COUNCIL

September 2015 – May 2016

Leader, HUNGER CLEAN-UP

April 2016

HONORS

Beta Gamma Sigma Business Honors Society Ignatius Scholar (academic achievement)

Commented [LA8]: Using columns can be an acceptable formatting option to save space.