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| **CV EXAMPLE (NO EXPERIENCE)** | | |
| 5 Avenue Georges Pompidou, Lyon, France 95801 • aparna.khatri@gmail.com • +33 1 53 38 65 65 | | |
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| **Objective** | | |
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| Energetic and passionate college student working toward a BS in Marketing at Jean Mouline University. Aim to use knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing internship at Lyon Advertising. | | |
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| **Education** | | |
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| **Bachelor of Science in Marketing**  JEAN MOULINE UNIVERSITY, Lyon, France | *Expected Graduation May 2023* | |
| * **GPA**: 3.7/4.0 * **Relevant Coursework**: Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications * **Honors & Awards**: Received third place in JMU’s business plan competition * **Clubs**: President of the running club | | |
| **Marketing Projects** | | |
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| **Pet Business Marketing Campaign** | *Jun 2021–May 2022* | |
| * Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination of social, email, and offline marketing techniques * Surveyed pet owners in to collect detailed data on the behavior of the store’s target demographic * Developed a €1,500 campaign budget after calculating the minimum cost that would yield the highest return on investment (ROI) | | |
| **Business Plan Competition** | *Jan 2020–May 2021* | |
| * Entered JMU’s business plan competition with a group of 4 classmates to build a mock food truck business * Managed all of the marketing aspects of the business plan, including industry analysis, customer trends, market growth, positioning, and promotions * Received 3rd place out of the 30 teams that entered the competition | | |
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| **Additional Skills** | | |
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| * In-depth knowledge of social media marketing platforms: Twitter, Tik Tok Facebook, LinkedIn, Instagram, and Pinterest * Adept with Microsoft Office Suite * French: Advanced * Familiar with consumer research tools: AYTM and GutCheck | | |
| **Logo  Description automatically generated**  **Dear Job Seeker,**  Basic and professional, our “Easy” resume template makes [formatting your resume](https://resumegenius.com/blog/resume-help/resume-formatting) simple. Featuring everything you need to highlight your professional expertise and wrapped up in a classic format, this template is sure to please even the most critical hiring managers.  Because of its traditional design, the “Easy” resume template is perfect for candidates who need a highly formal resume. For example, if you’re a student applying for [law school](https://resumegenius.com/resume-samples/law-school-resume) or looking for work in [finance](https://resumegenius.com/resume-samples/finance-resume), this is the template for you.  If you’re still struggling to write your resume, here are some free resources to help you put together a resume that shows employers you’re the right person for the job:  ·     [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Resume](https://resumegenius.com/blog/resume-help/how-to-write-a-resume)  ·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)  Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](https://resumegenius.com/cover-letter-templates/modern-templates#2021). Here are a few resources to help you write a cover letter that gives your application the boost it needs to land you an interview:  ·     [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)  ·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)  Best regards,  Shape  Description automatically generated with medium confidence  **IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” | |