

Carla Hernandez

123 Main St., Apt. 4
Milwaukee, WI 12345

(414) 555-1234
carla.hernandez@marquette.edu

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science in Business Administration

Majors: **Real Estate & Marketing**

Skills: Spanish language (fluent), MS Access, Argus

May 2019
GPA: 3.3/4.0

REAL ESTATE EXPERIENCE

First Place Honors, Regional Case Competition

April 2017

NAIOP (COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION), Minneapolis, MN

- Enrolled in an independent study course with the purpose of having a hands-on opportunity to apply real estate fundamentals to a case competition.
- Developed plans related to retail use, parking, foot traffic and financing with a team of four students.
- Presented plans to judging panel made up of real estate development professionals.

Commented [LA1]: Carla uses descriptive section headers to focus an employer's attention on her case competition experience.

Commented [LA2]: Full name of the organization sponsoring the case competition.

Commented [LA3]: Carla provides a succinct description of the case competition.

Commented [LA4]: Logical next step which highlights Carla's professional communication skills.

MARKETING EXPERIENCE

Marketing Intern

January 2018 – 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.

Commented [LA5]: Quantifiable detail is great, but is not always possible. By describing the nature of her task (English and Spanish language materials) as well as the recipient or impacted group Carla uses additional ways to highlight outcomes.

Commented [LA6]: Even though Carla listed this in her skills section, she provided context for the skill through this bullet point.

Marketing Student Staff

June 2017 – December 2017

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 [LA7]: List the most relevant bullet points first.

CAMPUS LEADERSHIP

President, DELTA XI PHI SORORITY

Leader, HUNGER CLEAN-UP

Volunteer, COUNCIL FOR THE SPANISH SPEAKING

Board Member, HALL COUNCIL

April 2017 – Present

April 2016, 2017

October 2015 – May 2016

September 2015 – May 2016

Commented [LA8]: Dates are optional within the activities section. If your section becomes overly crowded, omitting dates can help with readability.

HONORS

Beta Gamma Sigma Business Honors Society

Ignatius Scholar (academic achievement)

Commented [LA9]: Using columns can be an acceptable formatting option to save space.

Commented [LA10]: The name of the scholarship to the left suggests the nature of the award. Carla provides a brief description for awards that may not be as clear by name alone.