

First Last

Philadelphia, PA | abc123@drexel.edu | xxx-xxx-xxxx

EDUCATION

Pennoni Honors College, Drexel University

Bachelor of Science in Entertainment & Arts Management

Minor in Business Administration

Activities: Traditions Director, Drexel University Campus Activities Board; Social Media Manager, Dragon Concert Series; Author, The Triangle; Member, Women in Music Drexel University; Volunteer, Headcount

Philadelphia, PA

Expected June 20xx

Cumulative GPA: [REDACTED]

SKILLS

Computer Skills: Microsoft Office, Google Suite, Instagram, LinkedIn, FaceBook, YouTube, X, TikTok, MailChimp, Canva, WordPress, Zoom

Professional Skills: Marketing Communications, Brand Partnerships, Social Media Management, Event Planning, Customer Service

EXPERIENCE

Dragonfly Drexel University

Director

Philadelphia, PA

March 20xx - Current

- Led the full production of Dragonfly, a student-run concert, overseeing planning, logistics, and day-of execution.
- Managed a team of students, delegating tasks across marketing, hospitality, finance, and operations
- Directed promotional strategy resulting in 50% increased event visibility and attendance

The Recording Academy

GRAMMY U Philadelphia Chapter Lead Ambassador

Philadelphia, PA

Sept 20xx - Current

- Increase membership in Philadelphia community by being a vocal advocate for GRAMMY U Program
- Track outreach efforts to further facilitate membership growth
- Promote upcoming programs and opportunities through social media campaigns and in-person presentations

Membership & Industry Relations Intern

May 20xx - Aug 20xx

- Analyzed membership data to support chapter programming and targeted outreach efforts
- Developed marketing strategies while planning and organizing both virtual and in-person chapter events
- Created content, promoted events, and monitored social media engagement to strengthen community outreach

Sony Music Entertainment | The Orchard

College Marketing & Lifestyle Representative

Philadelphia, PA

March 20xx - Aug 20xx

- Created compelling content yielding over 50,000 impressions across Instagram, TikTok, X, and Facebook
- Strategized college campaigns for artists in the Sony system, including projects for Top Dawg Entertainment, Sony Music Latin, and Mass Appeal Records
- Promoted and distributed promo items by creating relationships with local businesses, record stores, and Philadelphia based influencers

Stop & Shop Supermarket Co.

Assistant Customer Service Department Head

Narragansett, RI

June 20xx - Sept 20xx

- Supervised and trained 30+ employees in the Front End Department
- Executed cash office responsibilities including reconciliation, deposits and withdrawals, and record keeping
- Provided hands-on support at the customer service desk

AWARDS

Dean's List, Drexel University

Fall 2xx - Present

A.J Drexel Scholarship, Drexel University

Fall 20xx - Present

Honors with Distinction, Drexel University

Fall 20xx - Present