

Name

Email | Phone Number | LinkedIn | Philadelphia, PA

EDUCATION

Drexel University, LeBow College of Business

Bachelor of Science in Business Administration

Major: Marketing

Awards: Dean's List: Fall 20xx/20xx, Winter 20xx-20xx, Spring 20xx

Philadelphia, PA

Expected Graduation: June 20xx

GPA: 3.xx/4.00

WORK EXPERIENCE

Harding Loevner – Content Associate Co-op

March 20xx – September 20xx

- Increased productivity during quarter end periods, taking control of the creation of materials such as holdings reports and quarterly reviews that summarized the firm's various portfolio performances
- Analyzed content analytics for various platforms including YouTube, Vimeo, Seismic, and Salesforce, pulling the data into a comprehensive collateral table
- Constructed monthly and quarterly email campaigns, updated with the most recent data and information for up to 7,000 people

Personal Coaching – Head Coach, Self-employed

September 20xx – Present

- Conducted one-on-one sessions focusing on technical skill development, defensive positioning, and mental fitness
- Managed scheduling and client relations, and displayed professionalism and guaranteed an effective direction for all training sessions
- Analyzed players' strengths and weaknesses and provided constructive feedback while setting goals for future games and tournaments, and determined what the next step would be in the training program

Arbiter Sports & U.S. Officials – Soccer Referee

September 20xx – Present

- Enforced rules and laws of the game and maintained safe fair play during 100+ competitive matches
- Mediated disputes between coaches, players, and spectators, and managed high-pressure situations while making split-second decisions that fostered a respectful and professional atmosphere
- Collaborated with referees and league officials to organize tournaments and ensure smooth operations on game-day

Saint Joseph's Youth Soccer Summer Camp – Assistant Coach

June 20xx – June 20xx

- Facilitated small-group drills and promoted the camp's focus of player growth, development, and enjoyment
- Assisted in the organization of daily activities, coordinated schedules, and orchestrated the rotation of 20+ teams with over 200 campers
- Communicated with coaching staff to compare assessments of players' skills, personality, and overall performance

PROJECTS

Proving Ground Pop Up Shop – Vendor, Brand Name

September 20xx – December 20xx

- Analyzed event performance and customer feedback, identified marketing insights for improving future events
- Brainstormed a new product mix and promotional strategy
- Managed product display, pricing strategies, inventory control, and timely setup

EXTRACURRICULAR ACTIVITIES

Drexel Women's Varsity Soccer Team

August 20xx – Present

Member, Dragon Leadership Academy October 20xx – Present

- Embarking on a transformative journey of group-oriented workshops prioritizing the development of personal leadership skills

Captain, Drexel Dance Marathon

October 20xx – Present

- Raised over \$200 during a bake sale to collect funds for the Children's Hospital of Philadelphia
- Managed relations with this charity and their social connections with Drexel's sports teams as a way to raise more funds

Member, Student Athlete Advisory Committee

October 20xx – Present

Member, Fellowship of Christian Athletes

September 20xx – Present

SKILLS

Certifications: Level 2: Excel Yellow Belt, SJGSL & SJSJ Referee Official License

Technical Skills: Experience with **Search Engine Optimization**, enhancing web content and increasing traffic for TradeShield.

Analytical Skills: Managing people and diverse personalities and leveraging **marketing insights** for decision-making