

CARL HERNANDEZ

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PROFILE

Seeing a marketing position. Interested in conducting research and designing marketing strategies. Offering experience in promotions, advertising, newsletters and market research. Strengths include:

- Proven track record of “getting things done”
- Always seeking to expand skills, take on special projects
- Effective communicator, written and spoken, English and Spanish

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science Degree in Business Administration, May 20xx

Major: **Marketing** Minor: **Advertising** GPA: 3.0 /4.0; Major 3.4/4.0

EXPERIENCE

Marketing Intern, YMCA of Milwaukee

Spring 20xx

- Conceptualized and designed promotional, advertising and publicity materials for the People of Distinction Awards in both English and Spanish
- Maintained contact and provided information to participating contributors, nominators, nominees and award recipients
- Developed new member marketing packets
- Wrote and edited monthly newsletters

Market Research Intern, Paxton Technologies, Waukesha, WI

Fall 20xx

- Studied the fundamentals of QS9000 certification and developed a survey to measure present progress toward certification
- Administered survey to company’s clientele and analyzed responses
- Presented results to Paxton’s National Executive Board
- Used results to design plan that increased company’s efficiency

Marketing Coordinator, Enrollment Management, Marquette University

Summer 20xx

- Designed survey instruments and summarized market research results
- Completed research projects including a competitor analysis and a student satisfaction assessment
- Coordinated advertising campaign including budgeting, arranging newspaper placement and maintaining communications with the assisting design firm

Laborer, Gutierrez Drywall Company, Milwaukee, WI

Summers 19xx-20xx

ACTIVITIES

Sigma Lambda Beta Fraternity, President
Volunteer, Council for the Spanish Speaking

Hall Council Board Member
Hunger Clean-Up Leader

AWARDS

Kimberly-Clark Scholar
Beta Gamma Sigma Business Honors Society
Alpha Sigma Nu Jesuit Honors Society

Outstanding Leadership Award
Ignatius Scholar
Heller Foundation Scholar

REFERENCES AVAILABLE UPON REQUEST