# Aligning Your Skills & Experiences with Jobs: Keyword Matching

### JOB POSTING

## Marketing Internship — UVW Incorporated

This 12-week paid internship offers an opportunity for you to work with full-time marketing associates on meaningful projects and contribute to marketing strategy at UVW. A hand's on experience where you will be supported by team and individual mentorship, including regular interaction with senior executives. Join our team of more than 15,000 employees in 22 states and four countries, all committed to our mission, values, and sustainable business practices. Our values include: curiosity, entrepreneurial thinking, customer-centered actions, innovative technology usage and outcomes driven tenacity.

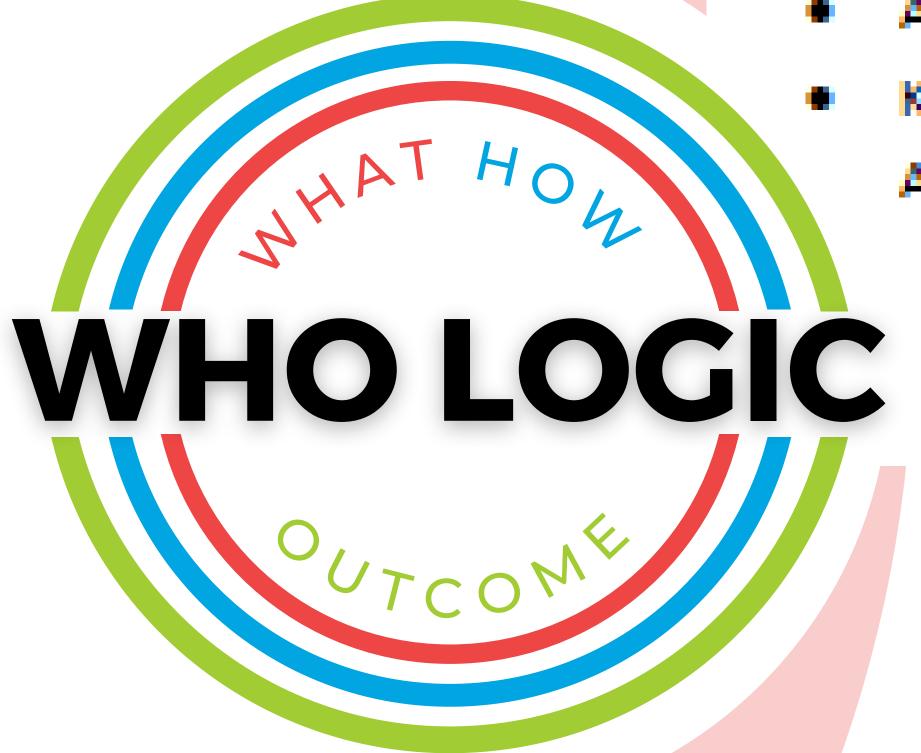
At UVW, you will receive quality training and the tools you need to excel in your role while building new skills and enhancing existing abilities. We're interested in your future. Come grow with us during the upcoming summer.

Internship responsibilities will vary based on need. Likely projects for the upcoming summer include:

- Partner within a team to generate ideas on customer engagement utilizing digital tools
- Connect existing customers with new product promotions to increase sales
- Plan and develop digital marketing collateral
- Analyze data and provide insights and recommendations
- Research new customer segments
- Leadership responsibilities for team projects

# Internship Qualifications:

- Pursuing a bachelor's degree in Marketing, Communications or Advertising, or related field
- Ability to build working knowledge of UVWs portfolio of products
- Strong written and verbal communication skills
- Ability to think and work independently and within a collaborative group setting...
- Knowledge of digital marketing and interest in pursuing a career within this area
   Ability to manage and prioritize multiple tasks and deadlines



# Jane T. Avatar

Any City, YZ 55555 | (555) 555-5555

Jane.avatar963@gmail.com | https://www.linkedin.com/in/jtavatar

### VALUE PROPOSITION

Emerging marketing professional who builds relationships and boosts profit by leveraging collaboration, initiative, communication, and technical skills.

### EDUCATION

Great State University

Any City, YZ

May 20XX

Bachelor of Arts, Marketing, GPA: 3.5

### EXPERIENCE

Great State University

Any City, YZ 08/20XX - Present

University Guide

- Promote the University by communicating history and traditions during tours, offered to over 200 prospective students per week.
- Generate content for segmented markets and send 50+ email and social media outreach messages per month to build relationships and convert prospects to applicants.
- Partner with 30+ student affairs units on campus to connect prospective students with available resources, options, and opportunities.
- Collaborate within a team-centered environment by regularly contributing in weekly meetings and assisting with training 10 new members each semester.

### The Village Pub

Any City, YZ

Delivery Driver

09/20XX - 08/20XX

- Built social media presence using coupons and time-sensitive campaigns, deployed Google
   Analytics to measure traffic and increased sales by 25% within 6 months of launch.
- Contributed to company profits by safely meeting all driver requirements to deliver food within time guarantee; produced 20% higher gratuity earnings per quarter than average staff member.
- Assumed leadership role during periodic manager absences and ensured uninterrupted store
  operations for business with \$1.2M in annual sales.

### Taco Bell

Team Member

Other City, YZ 01/20XX - 08/20XX

• Ranked first in district sales competition using persuasive communication skills and product

- knowledge to promote specials and combinations; store exceeded targets by 20% each month.
   Demonstrated leadership and team commitment by training over 20 new hires; used
- Demonstrated leadership and team commitment by training over 20 new hires; used collaboration and role-modeling to ensure company standards were met.

### ACTIVITIES & SKILLS

Great State University, American Marketing Association, Member
Great State University, Club Sports – Soccer, Student Coach and Team Captain

01/20XX - Present 09/20XX - Present

Proficient with Canva, Tableau, InDesign, and Google Analytics