

Marketing Your Experience

Below are additional ideas of the other types of experience you can include on your resume. Remember, employers like to see what you are doing outside of the classroom. Notice that the bullet points still focus on specific skills and accomplishments as well as tasks and responsibilities. A section like this can also be a great way for you to highlight your ULM experiential learning!

Class Project

- Collaborated with 3 peers to develop a marketing campaign for a hypothetical company
- Contributed to the research and writing of a 15-page paper to accompany the pitch
- Presented the finished product to a class of 100+, including 3 professors from the Marketing Department
- Successfully completed the project and earned the top level of "A"

Intern for a Day

- Selected to shadow an insurance services professional for 2 days
- Conducted 2 informational interviews with various staff members to gain valuable insight into the insurance industry
- Accompanied a broker on a site visit and observed daily protocol, professional etiquette, and client-company confidentiality
- Attended a weekly staff meeting to learn about current projects involving the expansion of the division

Research Assistant

- Conducted research for 3 months with the goal of _____
- Regulated control elements for _____ by taking daily measurements of _____
- Recorded results utilizing Excel spreadsheets
- Presented analysis and results in poster format at a regional conference
- Facilitated additional experimentation to verify initial findings

Food Services

- Effectively performed multiple tasks such as _____, _____, and _____ within a fast-paced environment
- Quickly served meals for up to 500 customers each night
- Supervised 3 student workers and provided constructive feedback when necessary
- Focused on proper safety procedures for preparation and storage of food

Inventory Associate

- Collaborated with a team of 7 to ensure shelves were fully stocked at all times in order to maintain the professional appearance of the store
- Demonstrated a wide range of product knowledge by assisting customers in merchandise selection
- Operated a fork lift to transport goods
- Reconciled delivery invoices with products received

Study Abroad

- Earned 6 academic credit hours by completing 2 cultural linguistics courses
- Developed a global perspective on international issues through daily class discussions with local students
- Improved written and verbal communication skills by conducting oral presentations and writing research reports in Spanish
- Traveled independently to France and Italy to become fully immersed in European culture

Student Organization

- Assisted in recruitment for one of ULM's top 5 academic fraternities
- Planned and facilitated weekly meetings of 85 student members
- Co-managed a \$30,000 yearly budget and appropriately allocated funds for philanthropic engagements, social events, and professional development
- Ensured all members completed 15+ community service hours each semester
- Upheld all members to ULM academic standards and honor code requirements
- Raised \$500 in 2 months as a committee member for _____ by creating an email donation campaign

Office Assistant

- Accurately entered patient information by utilizing Excel spreadsheets
- Exhibited excellent communication skills by managing multiple phone lines and promptly greeting customers in a cheerful manner
- Maintained an organized office by quickly filling and sorting documents
- Scheduled individual appointments with office personnel