

LAUREN SUMMER

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PROFESSIONAL SUMMARY

Write your professional value statement that succinctly summarizes your professional experience, qualifications, and skills. Tell your story. Who are you? What's your background? Using a summary statement isn't a must, but it can be a great way to set the hiring manager or recruiter's expectations. Include 4-5 lines of information that tells a little about your work experience and accomplishments with measurable results. Make sure the information you include aligns with the job requirements.

EDUCATION

Bachelor of Science, Marketing
University of Iowa
Iowa City, IA

COMPETENCIES

Marketing and Advertising
Client Management
Social Media Optimization
Brand Development
Strategy and Planning
Asset Management
Google Analytics
Contract Negotiation
Sales Generation

TECHNICAL SKILLS

Microsoft Office:
Word, Excel, PowerPoint
Salesforce, Canva

PROFESSIONAL EXPERIENCE

JOB TITLE

COMPANY NAME

Date - Date

Write a brief description of your current/or most recent job here. Example: Manage a budget of \$950K and all operational activities for the Sales department including assigning work, expense management, client development, sales training, team performance management, and service delivery.

- List up to 10-15 years of relevant work experience on your resume.
- Include responsibilities and experiences that align with the key skills and job requirements listed by the employer.
- Be brief and succinct as possible when listing your responsibilities with a maximum of two or three lines per bullet.
- Highlight/ quantify your accomplishments/key contributions to show how you contributed and impacted your team/organization. Make sure they are relevant to the job.
- EXAMPLE: Created social media and marketing strategies for company brand that grew client base by 65%.
- Negotiated and saved an at-risk client and successfully signed a 5-year deal that generated \$2M.

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Professional Experience Cont'd

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