**Josh Gold**

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2014 Concord Street, Framingham, MA 01702

**EDUCATION**

**Wake Forest University, School of Business** Winston-Salem, NC

*Bachelor of Science in Business and Enterprise Management May 2017*

Concentration: Marketing

Major GPA: 3.84; Cumulative GPA: 3.62 ***Never round up your GPA – drop third decimal 3.628 is 3.62***

**Relevant Coursework:** Global Marketing Strategy, Consumer Brand Behavior, Market Research, Consumer Analytics, Brand Management ***Relevant to your career goals/objectives – keep to two lines maximum***

**PROFESSIONAL EXPERIENCE**

**Mullen** Winston-Salem, NC

*Advertising Intern January 2016–Present*

* Plan and create loyalty program for Wilco convenience stores through joint branding program with Harris Teeter
* Assist Account Executive in client presentation development including creative strategy, storyboards, and media plans

**Hanesbrands** Winston-Salem, NC

*Marketing Intern May–August 2016*

* Managed $25,000 marketing project budget to conduct focus groups in Atlanta, Chicago, and Dallas for C9 fall product line styles and colors
* Designed and implemented media plan to optimize web, print, and mass media consumer messaging

**Travel Specialists** Raleigh, NC

*Business Development Assistant* *June–August 2015*

* Developed company website and blog using WordPress to market services to new and existing customers
* Established customer relationship management software enabling mass email capability to increase customer reach
* Integrated Cloud technology to reduce paper usage by 60% in office environment

**Property Group** Cary, NC

*Marketing Intern September 2014–January 2015*

* Established mall marketing programs to increase online and onsite customer traffic resulting in 25% sales increase
* Assisted Vice President of Marketing with business development designed to secure opening of 10 new stores
* Increased user satisfaction survey response rate by 15% by integrating social media including Facebook, Twitter, and SurveyMonkey into customer feedback process

**STUDY ABROAD**

**University of Salamanca *if need space, shrink to one line and move to education section*** Salamanca, Spain

*Full Immersion Program Participant January–June 2015*

* Led five-member team to conceive advertising campaign for Spanish audience, mediating and managing objectives to meet marketing project deadlines
* Presented plan and results to leadership team in Spanish and English

**AWARDS AND ACHIEVEMENTS**

Teague Scholarship, Wake Forest University – $4,000 scholarship for outstanding achievement in business *2014, 2015*

Chamber of Commerce Grant Award – Marketing and Entrepreneurship Research Award *May 2014*

Wake Forest Entrepreneurship Competition – First place finish *March 2015*

**COMPUTER AND LANGUAGE SKILLS**

*Computer*: Proficient in Microsoft Word, Excel, PowerPoint; WordPress, Salesforce.com

*Language*: Fluent in Spanish (oral and written)