

## Average

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Mark E. Upham

313 114th Terrace, N.E.  
St. Petersburg, Florida

### Objective

- 2** Desire a position in marketing research, pharmaceutical sales, or working for a nonprofit.

### Education

Miami University, Farmer School of Business, Oxford, Ohio.  
Bachelor of Science in Business, 20XX-20XX  
Major in Marketing

### Experience

Market Research Project, Northgate Mall, Marketing Research Class, Fall 20XX  
Completed research project for marketing class.

- 4** Summer Student Program, Florida Power Corporation, St. Petersburg, Florida, Summers 20XX and 20XX

- 5** Assist engineers and marketing department.  
Assist in developing new programs.  
Worked with various computer and design programs.  
Provided support to marketing director.

Pi Sigma Epsilon, business fraternity, 20XX-present  
Marketing Research Committee for a Dayton business.  
Sales Representative.  
Publicity Committee.

- 6** MUSF, member, 20XX-present  
Co-chair, Public Relations Committee, 20XX-XX  
Membership Selection Committee, Spring 20XX  
Bylaws Revision Committee, Fall 20XX

- 7** Rewrote bylaws of the MUSF  
Campus Representative and Tour Guide, 20XX-XX  
Providing tours to high school students and families.

Phi Kappa Psi Fraternity, member, 20XX-present  
Participating in fundraising and social events.

- 8** Philanthropy Chair, 20XX  
Organizing and planning fundraising and social event.

Vice President, Public Relations, 20XX  
Wrote reports for local chapter.  
Oversaw all publicity efforts.

Intramural Sports: Basketball, Football, Soccer, and Volleyball

Greek Week Committee, 20XX  
Planned week of events for Greek Week.

### Skills

Microsoft Office  
Communication, Work ethic,

**1** Be efficient in your use of space. The header to the right uses one less line.

**2** Target your resume, starting with the objective.

**3** Include your GPA if it is above a 3.0.

**4** Use formatting (underline, bold, italics) to highlight and breakup your resume.

**5** Use the correct tense for verbs. Do not use “-ing”.

**6** Don't use abbreviations for organizations or titles.

**7** Start with stronger and more descriptive action verbs. See list in *Resume Guide*.

**8** Quantify your experiences providing results or using numbers.

**9** Use whitespace effectively; does the page look balanced?

## Improved

Mark E. Upham

**1** uphamme@muohio.edu  
(813) 577-6885

After May 20XX  
313 114th Terrace, N.E.  
St. Petersburg, Florida 33702

### Objective

- 2** Desire a position as a marketing researcher using analytical and leadership skills.

### Education

**Miami University**, Farmer School of Business, Oxford, Ohio.  
Bachelor of Science in Business, Major in Marketing, May 20XX  
Emphasis in Industrial Marketing, Advertising, Sales Management, Marketing Research  
GPA 3.2/4.0

### Marketing-Related Experience

**Market Research Project**, Northgate Mall, Marketing Research Class, Fall 20XX  
Performed market research for mall manager in order to expand target segments. Semester-long project, collected and analyzed data, designed promotion, recommended short- and long-term management strategies.

- 4** **Summer Student Program**, Florida Power Corporation, St. Petersburg, Florida  
Intern, Summers 20XX and 20XX

- Assisted engineers and marketing personnel in Energy Conservation Department in designing, developing, and distributing public information literature, and in conducting public education programs.
- Developed strong design and editing skills using InDesign and PowerPoint software.

**Pi Sigma Epsilon**, Business Fraternity, Oxford, Ohio  
Marketing Research Committee Member, 20XX-present

- Design and distribute promotional material for fundraisers using InDesign.
- Researched and developed a marketing plan for a Dayton nonprofit.
- Networked and obtained \$800 in sponsorship from local vendors for special events.

- 6** **Miami University Student Foundation (MUSF)**, Oxford, Ohio, Member, 20XX-present  
Co-chair, Public Relations Committee, 20XX-XX

- Supervised activities of 15-member committee and managed a budget of over \$3,000.
  - Coordinated the design, production and distribution of professional, campus-wide publicity for five major fund-raising events.
  - Published MUSF alumni newsletter and redesigned an information pamphlet.
- Campus Representative and Tour Guide, 20XX-Present
- Provide tours and information to groups of up to 22 potential students and family.
- Bylaws Revision Committee, Fall 20XX
- Researched and revised bylaws governing MUSF.

**Phi Kappa Psi Fraternity**, Oxford, Ohio,  
Philanthropy Chair, 20XX

- Planned promotional strategy and goals for events that raised \$10,000 for the Cystic Fibrosis Foundation, doubling the previous year's donations.
- Vice President, Public Relations, 20XX
- Wrote national report relating chapter's internal and external relations projects, resulting in nomination for Outstanding Community Involvement Award 20XX.
  - Oversaw all publicity efforts related to Homecoming and philanthropic events.
- Member, 200X-present
- Intramural Sports: Basketball, Football, Soccer, and Volleyball

**Greek Week Committee**, 20XX

- Coordinated locations, times, and equipment needs for week of events with 600 participants.