

# Caroline Amalfitano

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• LEADER • HARD WORKING • CREATIVE • ANALYTICAL • PASSIONATE • PERSONABLE • OPTIMISTIC

## EDUCATION

**Miami University, Oxford, OH** **Graduation: May 20xx**  
**Bachelor of Science in Business** | Farmer School of Business **Overall GPA: 3.75/4.00**  
**Major:** Marketing **Major GPA: 4.00/4.00**  
**Minors:** Management and Leadership | Interactive Media Studies

## RELEVANT EXPERIENCE

**Kimberly-Clark Corporation, Rosemont, IL** **June 20xx – August 20xx**  
*Customer Development Intern*

- Co-developed a \$4 million recommendation to target “millennial” shoppers who are not purchasing Kleenex by leveraging a Disney partnership to produce a “throw-back” to 90’s movie graphic
- Led a Family Care analytical project totaling \$176k in potential sales growth for bath tissue e-commerce business and presented findings to Walgreens’ managers
- Uncovered a Cottonelle online distribution omission on Walgreens’ website which when corrected delivered an immediate 500% lift in business
- Chosen as 1 of 11 elite students across the country for the Customer Development Internship

**Career Services, Oxford, OH** **August 20xx – May 20xx**  
*Career Assistant*

- Served as the marketing delegate for the adviser of the School of Creative Arts to assist in event planning and execution
- Counseled students one-on-one in crafting resumes, LinkedIn, and cover letters to help students acquire employment
- Collaborated with full time staff to develop and present workshops to student organizations and groups on campus

**Americans Abroad, London, England | Paris, France** **May 20xx – July 20xx**  
*Study Abroad Student*

- Conducted a research project on effects of globalization, spread of fast food culture abroad, and how McDonald’s adapts to these factors through specialization and marketing
- Immerse myself with the European culture in dress, language, activities, and customs
- Cultivated a more attuned sense of cultural competence while developing a deeper appreciation for diversity

**Lind Media Company, Mansfield, OH** **December 20xx – January 20xx**  
*Marketing Intern* **May 20xx – August 20xx**

- Corresponded with over 100 advertising companies and collected 3 weeks of market research to formulate an industry analysis for launch of company’s new product
- Presented internal analytical information in comprehensive reports to the President and Vice President to aid in strategic decision making
- Mastered the CRM software Salesforce and taught it to superiors
- Re-vamped company’s leasing system by creating a new filing method to establish better efficiency
- Updated company systems to reflect current client portfolio with proper account information

## LEADERSHIP

**Delta Sigma Pi International Professional Fraternity, Alpha Upsilon Chapter, Oxford, OH** **September 20xx – Present**  
*Director of Marketing 20xx | VP Scholarships and Awards 20xx | Marketing Delegate 20xx | Pledge Class Secretary 20xx*

- Selected as 1 of 30 students in a competitive pool of over 200 applicants to pledge America’s foremost business fraternity
- Rebranded fraternity by launching first-ever promotional video reaching 7.3k views in one week
- Improved social media frequency and content leading to an increase of Instagram followers by 42%, Facebook likes by 14% and Twitter followers by 9%
- Won the chapter 11 awards, including 2 national, for an overall award increase of 200% compared to previous year
- Reduced costs for annual composite pictures by approximately \$600
- Led, planned, and organized a service event attended by 40 chapter members to assist elderly throughout the Oxford community

## INVOLVEMENT

**Kappa Kappa Gamma Sorority, Oxford, OH** **February 20xx – Present**  
**Nourish International, Oxford, OH** **September 20xx – May 20xx**  
**Global Buddy International Program, Oxford, OH** **February 20xx – May 20xx**