

# Alexander Kendall

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## Education

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Miami University, Farmer School of Business - Oxford, OH  
Bachelor of Science in Business  
Majors: Information Systems and Analytics, Entrepreneurship

Graduation: May 20xx  
GPA: 3.43/4.00

Franklin University, Hondros College of Business - Columbus, OH  
Ohio Real Estate License

July 20xx

## Professional Experience

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*Casa Interactive, Founder and President — Somewheresville, GA*

July 20xx—Present

- Operate innovative and profitable start-up marketing firm within the real estate industry
- Design and implement progressive websites, print media, photography, and videography
- Identify and respond to successful trends in real estate, graphic design, and advertising
- Devise marketing plans for clients to increase brand awareness and profitability

*The Close Connection, Marketing Consultant — Cincinnati, OH*

May 20xx—August 20xx

- Created and implemented new branding materials for boutique real estate office in central Ohio
- Collaborated with employees to streamline processes and reduce costs to the organization by more than \$5,000
- Increased website engagement by 64% by integrating online video and interactive brochures

*Miami University IT Services, Student Associate — Oxford, OH*

September 20xx—May 20xx

- Supported faculty and administration with various technology issues and database administration
- Consulted with staff and administrators to make processes more lean and efficient

## Leadership Experience

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*Miami Real Estate Club, President*

October 20xx—Present

- Co-founded student organization to help enhance the Farmer School of Business curriculum
- Collaborate with faculty and staff to bring guest speakers from across the country to Miami University
- Develop and teach commercial real estate curriculum to group of peers

*Armstrong Student Center Board, Finance Chairperson*

August 20xx—Present

- Cooperate with administrators to balance \$4 million budget and analyze future budget forecasts
- Create and adapt building policies regarding scheduling, general room usage, and fee structures

*Delta Sigma Pi Professional Fraternity, Director of Marketing*

May 20xx—Present

- Develop unique marketing strategies to capitalize on organizational strengths and maximize use of limited financial resources, ultimately resulting in 136% increase in membership applications
- Empower team of ten individuals to assist with implementing print and digital marketing campaigns

*Miami University, Undergraduate Associate*

August 20xx—Present

- Create a sense of community among 32 first year students to help them become acquainted with university life
- Plan interactive lessons to engage students and facilitate open discussions about the Miami community

## Additional Awards and Skills

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- Awarded first place at Miami University Startup Weekend competition
- Proficient with HTML, PHP, WordPress, Photoshop, and Final Cut Pro