

Rhett Smith

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EDUCATION

Boston University

B.S. in Business Administration

Concentration: XXX

Cumulative GPA: 3.XX

Boston, MA

Expected May 20XX

B.U. Study Abroad Program | Dublin, Ireland

Spring 20XX

SKILLS

Computer: Proficient in Microsoft Excel, PowerPoint, Access, Word, Facebook, Adobe Photoshop, Visio; Intermediate knowledge of Twitter, Instagram, Pinterest and Tumblr

Language: Fluent in German and French; reading ability in Italian and Portuguese

PROFESSIONAL EXPERIENCE

Jones Consulting Associates

Marketing Intern

Boston, MA

May 20XX – Pres

- Conducted focus groups and generated market research reports for technology companies, resulting in actionable insights that led to a 20% increase in product development efficiency and a 15% improvement in market fit accuracy.
- Developed and managed content for social media platforms, driving a 30% increase in engagement and a 25% boost in follower growth; designed charts for weekly presentations that enhanced data clarity and led to a 40% improvement in audience comprehension.

Band Global

Social Media Intern

Boston, MA

Spring 20XX

- Developed and managed Facebook and Instagram accounts to promote upcoming events, resulting in a 30% increase in event attendance and a 35% growth in social media engagement.
- Wrote and distributed press releases to promote MA Home Show.
- Collaborated with a cross-functional team to plan, execute, and evaluate large-scale events, leading to a 32% increase in attendee satisfaction and a 25% boost in overall event ROI.

LEADERSHIP EXPERIENCE

Boston University First Year Student Outreach Project

Staff Leader

Boston, MA

Aug 20XX, Aug 20XX

- Led a group of 20 incoming freshmen through volunteer activities with non-profit organizations weekly
- Facilitated group discussions each day through games, reflection circles, and written activities

PROFESSIONAL ASSOCIATIONS

American Marketing Association, Boston Chapter – Marketing Lead

Sept 20XX – May 20xx

BU PR Club, Member

Jan 20XX – May 20XX