

## KEY FEATURES:

Athletic experience

Course projects

# BEAU SAMUELS

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## OBJECTIVE

Enthusiastic and creative college athlete seeks a full-time marketing/social media position in a company that appreciates strong time management, communication, and teamwork skills

## SUMMARY OF QUALIFICATIONS

- Skilled in Microsoft Office (Word, PowerPoint, Excel and Publisher), Adobe InDesign, Photoshop, Basic C++ and HTML
- Demonstrated capability to effectively work on teams and motivate others
- Proven ability to efficiently prioritize and manage projects and schedules
- Fluent in Spanish

Summary of Qualifications highlights special skills relevant to the job you are applying for.

## EDUCATION

University of California, Santa Barbara (UCSB)  
*Bachelor of Arts, Communication*

Santa Barbara, CA  
Expected: Dec 20xx

Relevant Coursework: Marketing Communication; Electronic Media Policy and Regulation; Interactive Media; Advertising Literacy

Honors: Mountain Pacific Sports Federation All-Academic Honors for 3 consecutive years

## RELATED COURSE PROJECTS

Use course projects if lacking work experience.

*Senior Capstone Project, UCSB*

Mar - Jun 20xx

- Developed an effective business proposal for a fictitious advertising firm pertaining to the incorporation of social media to generate profit
- Conducted research and investigated the effects of using social media and e-commerce to advertise products
- Collaborated with 4 fellow classmates to brainstorm ideas, research topic areas and create a visual presentation to both faculty and other students

*Marketing Project, UCSB Marketing Communication Course*

Sept - Dec 20xx

- Proposed marketing and advertising campaign for student organizations
- Utilized Adobe InDesign to create flyers and brochures in both English and Spanish
- Collected data on the effectiveness of the marketing campaign
- Created student organizations website using HTML

## LEADERSHIP EXPERIENCE

Athletic experience.

*Team Member, UCSB Men's Water Polo*

Aug 20xx - Jun 20xx

- Competed at Division I level in one of the nation's most recognized conferences
- Practiced up to 20 hours per week and travelled while maintaining full course load and competitive GPA, and meeting other deadlines
- Assisted coaches and team captain in strategy discussions and team building exercises
- Served as a mentor to potential recruits and motivated current freshman class
- Communicated with fellow teammates and coaches to improve team performance
- Awarded Mountain Pacific Sports Federation All-Academic Honors (Jan 20xx, Jan. 20xx and Jan. 20xx) for maintaining a 3.0 or higher cumulative grade point average and competing in at least 50% of games